# NHTSA Region VII



## Missouri 2005 Annual Report

Highway Safety Division
Missouri Department of Transportation
P.O. Box 270
Jefferson City, MO 65102
(573) 751-4161

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#### **FOREWORD**

Our mission is to provide a world class transportation experience that delights our customers and promotes a prosperous Missouri. To reduce the number and severity of traffic crashes resulting in deaths and injuries requires the staff of the Highway Safety Division (HSD) to work closely with state and local agencies in an attempt to develop programs which are innovative, cost efficient and, above all, effective in saving lives. This is accomplished through development and administration of the Governor's Highway Safety Program.

In keeping with this administration's philosophy to provide quality customer service, we strive to incorporate involvement from both traditional and non-traditional partners in our safety endeavors. Expanded partnerships enable us to reach a broader base of customers with the life-saving messages of traffic safety.

The accomplishments noted in this report would not have occurred without the dedication and foresight of the staff of the Highway Safety Division and the support of the Missouri Department of Transportation. In addition, the State Highway Patrol; Statistical Analysis Center of the Patrol; Missouri Safety Center; Safety Councils; the Missouri Coalition for Roadway Safety; Southeast and Southwest Missouri Safe Communities; Missouri Advocates for Traffic Safety; Law Enforcement Traffic Safety Advisory Council (LETSAC); and the Central Region National Highway Traffic Safety Administration (NHTSA) office continually provided assistance and helped expand our creativity and scope.

Comments or questions relevant to this report may be directed in writing to:

Leanna Depue, Director Highway Safety Division Missouri Department of Transportation P.O. Box 270 Jefferson City, MO 65102 Phone: (573) 751-4161

Phone: (573) 751-4161 Fax: (573) 634-5977

#### ANNUAL EVALUATION REPORT SUMMARY OF MISSOURI DATA

#### **EXECUTIVE SUMMARY**

#### **GUIDELINES**

The Annual Report for the Highway Safety Division (HSD) covers those activities funded for the period October 1, 2004 through September 30, 2005. The structure of this report attempts to follow the guidelines set forth by the National Highway Traffic Safety Administration (NHTSA) and the Federal Highway Administration (FHWA) Order 960-2/7510.3A.

#### **PURPOSE**

The National Highway Safety Act of 1966 charges each Governor with the responsibility of establishing a state highway safety program. In the State of Missouri, the program is administered through the Highway Safety Division (HSD), a unit of the Missouri Department of Transportation. The mission of the HSD is to reduce both the number and severity of traffic crashes and the deaths and injuries resulting from these crashes.

#### PROBLEM IDENTIFICATION

Traffic crashes are, unfortunately, an accepted part of our mobile society. In 2004, there were 182,243 traffic crashes in Missouri resulting in an economic loss to the state in excess of \$3.6 billion. In these crashes, 66,673 persons were injured while another 1,130 lost their lives. Tragically, motor vehicle crashes are the leading cause of death for those aged 5-34.

#### PROBLEM SOLUTION

An annual Highway Safety Plan (HSP) is developed by the HSD utilizing statewide traffic crash data. Statistics are maintained by the Highway Patrol in a repository identified as STARS (Statewide Traffic Accident Records Systems). The Patrol's Statistical Analysis Center compiles the data into a comprehensive report known as the Traffic Safety Compendium. The Compendium contains the following statistics that enable HSD to produce a data-driven HSP:

- Traffic safety problem areas (e.g., alcohol-related, speeding, failure to use seat belts, engineering issues);
- Geographic High Accident Locations (HAL-hot spots for traffic crashes);
- Demographics (age, gender, urban vs. rural, etc.)

#### **STRATEGIES**

State and local governmental agencies are solicited to assist in the development of countermeasure projects to address these problems. These projects are then compiled into a comprehensive traffic safety plan for the state. Federal funding to support the HSP is channeled to the state from the Section 402 Highway Safety Program within the U.S. Department of Transportation. In addition to Regular 402 funding, Missouri also received Sections 410, 157 (carryover), 411 (carryover), 163 transfer funds, 154/164 transfer funds and 2003(b) funds.

#### SUCCESSES/RESULTS

Since inception of the highway safety program in 1967, Missouri has witnessed a drop in the vehicle death (fatalities per 100 million vehicle miles traveled) from **6.2 to 1.7** in 2004. In calendar year 2004, Missouri experienced declines in overall crashes and injuries. The death total decreased by 102.

Year	Overall crashes	Injuries	Deaths
2003	182,624	69,121	1,232
2004	182,243	68,673	1,130
	<381	<448	<102

While not solely responsible for this trend, these traffic safety countermeasure projects have made dramatic strides in saving lives.

#### **BUDGET**

The total obligation of federal funding and expenditures by the State of Missouri for FY 2005 was as follows. Detailed project amounts are provided in the Budget Addendum.

#### **ANNUAL EVALUATION REPORT SUMMARY OF MISSOURI DATA**

Funding Code	Problem Area	Obligated
402 Regular	All Traffic Safety	\$4,536,933.32
410	Alcohol	\$2,113,991.97
411	Data Improvement	\$6,422.77
163	Alcohol	\$1,898,916.00
163	SES	\$254,698.00
154/164	Transfer	\$28,812,746.90
157	Incentive	\$1,212,080.45
2003(b)	Low Income/Minority Child	\$358,864.07
	Passenger Safety	
	TOTAL	\$39,194,653.48

#### PROGRAM EVALUATION

Two types of evaluation methods are used to determine program effectiveness—administrative and impact. Administrative evaluations measure the operational efficiency of task activities relative to meeting the established goals and objectives of the project. Impact evaluations determine the extent to which the project was able to impact traffic crash involvement.

Included within this Annual Report are traffic safety countermeasure programs that have demonstrated best practices. These programs satisfy most, if not all, of the following criteria:

- They employ crash statistics to identify problem areas;
- They target high risk groups of individuals;
- They utilize knowledge & expertise of the local community to propose workable solutions;
- · They apply varied resources from numerous sources;
- · They are comprehensive in design; and
- They seek to modify behavior through effective enforcement, education and engineering.

#### INTERNAL ACTIVITIES

In addition to administering programs that are funded through state and local government agencies, HSD staff members participate in activities to further traffic safety within the state. These include, but aren't limited to:

- Production and distribution of traffic safety materials;
- Legislative tracking and review;
- Training presentations (child safety seats; safety belts; law enforcement grant applications; traffic safety programs; legislation; youth issues; etc.);
- Exhibits (safety fairs; conferences; State Fair; employer programs; etc.);
- Press conferences & media events; and
- Federal, state and local committees/boards with like-minded missions.

#### **GRANT-FUNDED ACTIVITIES**

The Highway Safety Division contracts with State and Local governmental agencies to perform services designed to impact specified problem areas that result in traffic crashes. These problem areas include: Police Traffic Services (hazardous moving violations, training, public information and education); Alcohol; Occupant Protection, Engineering Services & Data Collection. A total of 261 contracts were issued to grantees. Agencies are required to submit a synopsis of their grant activities for the fiscal year including the results of their efforts. Within this report we have included a sampling of some of the projects we feel were quite successful. A complete file of all annual reports is maintained within the Highway Safety Division.

#### ANNUAL EVALUATION REPORT SUMMARY OF MISSOURI DATA

	<u>Baseline Data 1995 - 1998</u>					Progress Report Data 2000 - 2004			
	1995	1996	1997	1998	2000	2001	2002	2003	2004
Fatalities	1,109	1,148	1,192	1,169	1,157	1,098	1,208	1,232	1,130
Serious Injuries (Defined as: Incapacitating Injury)	10,592	10,328	10,205	9,538	9,098	8,618	9,150	8,724	8,859
Fatalities and Serious Injuries Combined	11,701	11,476	11,397	10,707	10,255	9,716	10,358	9,956	9,989
Fatality Rate / 100 million VMT	1.9	1.9	1.9	1.8	1,7	1.6	1.8	1.8	1.7
Fatality and Serious Injury Rate/ 100 million VMT	19.8	18.8	18.1	16.6	15.3	14.4	15.2	14.7	14.6
Fatality Rate / 100K Population	20.6	21.1	21.7	21.2	20.7	19.5	21.3	21.6	19.6
Fatality and Serious Injury Rate / 100K population	217.6	211.3	207.9	193.9	183.3	172.6	182.6	174.5	173.6
Alcohol-Related Fatalities	266	286	242	277	260	266	292	277	252
Alcohol-Related Fatalities as percentage of All Fatalities (%)	23.99%	24.92%	20.31%	23.70%	22.48%	24.23%	24.17%	22.48%	22.3%
Alcohol Related Fatality Rate / 100 million VMT	0.4	0.5	0.4	0.4	0.4	0.4	0.43	.33	0.4
Percent of Population Using Safety Belts*	unknown	unknown	unknown	60.42%	67.72%	67.91%	69.37%	72.93%	75.88%
Percent of unbelted drivers and occupants seriously injured or killed in a crash**	23.01%	22.65%	22.78%	22.83%	24.23%	24.53%	26.69%	28.16%	29.26%
State Population Estimates	5,378,247	5,431,553	5,481,193	5,521,765	5,595,211	5,629,707	5,672,579	5,704,484	5,754,618

<sup>\*</sup>Seatbelt percentages from Central Missouri State University Seatbelt Usage Surveys.

Seatbelt usage percentages are for drivers and passengers of automobiles, sport utility vehicles, vans, and trucks only to ensure consistency across years.

Crash data provided by the Statistical Analysis Center, Missouri State Highway Patrol

#### POLICE TRAFFIC SERVICES

This program area addressed numerous traffic safety issues with an emphasis on enforcement and public education and awareness. In analyzing Missouri traffic crash data, we identified aggressive driving (including speed and all hazardous moving violations), alcohol impairment, and occupant protection as the most serious areas. The target groups causing the most crashes were shown to be drivers committing hazardous moving violations (especially speeders and drinking drivers) and young drivers under the age of 21. Countermeasure efforts were directed statewide because even though more crashes occurred in the densely populated urban areas, three-fourths of the *fatal* crashes occurred in rural areas.

#### BENCHMARKS

	BENCHMARKS
Established	Result
Reduce statewide death rate not to exceed the current rate.	Statewide death rate: 1997 = 1.9; 1998 = 1.8; 1999 = 1.6; 2000 = 1.7; 2001 = 1.6; 2002 = 1.8; 2003 = 1.8; 2004 = 1.7. Kansas City Police Department, Cass County and Maryland Heights, were able to report significant statistics utilizing a standardized crash rate formula. (See attached reports for details.)
Increase the number of citations issued for hazardous moving violations at high accident locations, thereby decreasing crashes at those locations.	Funding was available for most of the contract period, therefore some reductions in crashes and increased citations related to hazardous moving violations were reported. For example, Washington reported a 15% reduction of crashes on roadways; a significant decrease in the number of fatal crashes was reported by Springfield Police Department, and unrestrained fatalities has consistently gone down each year since 2002 in the Kansas City area.
Reduce the number of alcohol-involved crashes.	Although the number of crashes increased in 2004, the number of fatalities decreased. In 2003, 190 were killed and 2,931 were injured. In 2004, 160 were killed and 3,042 were injured.
Increase occupant restraint usage through enforcement and education.	Occupant restraint usage increased from 75.88% in 2004 to 77.41% in 2005. During the "Click it Or Ticket" campaign there were 15,292 citations issued in 2004 and 15,292 in 2005.
Decrease percentage of crashes involving young drivers under age 21.	In 2003 drivers under 21 caused 15.39% of the total alcohol-related crashes. In 2004, drivers under 21 caused 14.63% of the total alcohol-related crashes, a decrease of .76%.
Improve and expand capabilities of statewide tracking systems of traffic records.	Highway Safety continued to use Section 411 funds to enhance the Law Enforcement Traffic System (LETS).
Decrease the percentage of crashes involving older drivers by 2%.	Drivers over the age of 65 are rising each year. Highway Safety has created an older driver task force to begin addressing this program. One course was held by Gene Apparano that was directed at Highway design solutions for older drivers.
Decrease the percentage of older driver fatal crashes occurring in rural areas by 2%.	67.4% of the fatal older driver crashes occurred in a rural area in 2004. There was no change in this number from 2003.

#### **STRATEGIES**

Identified	Implemented
Technical Assistance Assist law enforcement agencies in	HSD utilized the services of the Highway Patrol Statistical
problem identification and preparation of projects which	Analysis Center and MoDOT's Traffic Management System
will effectively address their traffic safety problems.	to provide statistics used to determine problem identification;
	HSD offered technical support to the agencies in
	countermeasure development.
Enhanced EnforcementProvide funding for projects which	The enforcement projects provided overtime funding to put
put additional traffic safety officers at high crash locations	additional officers on the streets solely to enforce traffic
to enforce hazardous moving violations; encourage law	violations; in some situations, funding was provided to
enforcement agencies to participate in mobilizations	support a full-time traffic officer (Chesterfield, St. Louis
(saturation enforcement involving many agencies on select	County, Platte County). There were 101 agencies involved
dates that are enhanced by high profile public information	in the "Click It or Ticket" campaign, and 66 agencies
campaigns).	participated in the "You Drink, You Drive, You Lose."
	campaign." HSD contracted with a total of 269 agencies in
	these efforts.
Traffic Enforcement EquipmentProvide suitable	11 speed trailers were delivered to each MoDOT district to
equipment to enforce the traffic safety laws.	support work zone enforcement in addition to a local law



	enforcement agency. 117 breath instruments were bought for the Missouri State Highway Patrol. Some instruments were refurbished for local use.
Training—Provide training to assure law enforcement officers, prosecutors and judiciary have a clear understanding of Missouri's laws and the complex system of arresting and adjudicating traffic offenders and also to complement and supplement enforcement efforts.	Training needs were identified and offered by the law enforcement academies throughout the state. In some cases, training was provided by state agencies (i.e., Dept. of Revenue, Office of the State Courts Administrator, and Missouri Office of Prosecution Services) and taken regionally to the participants or offered at the LETSAC annual conference.
PartnershipsIncrease activities between state and local enforcement agencies (multi-jurisdiction enforcement efforts) and between law enforcement agencies and state agencies.	Partnerships, including the Jackson County Task Force, the Cass County Task Force, Operation Impact and Missouri Coalition for Roadway Safety Regional Coalitions) have greatly expanded in terms of state and local law enforcement agencies working together on multi-jurisdiction enforcement efforts and sobriety checkpoints; some law enforcement agencies are working with state and local engineers to determine causes and countermeasures for traffic crashes.
Educate older drivers about increased driving risks as people age (e.g. failing eye sight, flexibility/range of motion, slowed reaction time, prescription drugs, and illnesses); utilize existing materials if available or develop Missouri-specific materials as needed.	Drivers over the age of 65 are rising each year. Highway Safety has created an older driver task force to begin addressing this program. Gene Apparano held a course in April of 2005. This course was directed at Highway design solutions for older drivers.
Insert flexibility educational flyer produced by AAA Foundation for Traffic Safety into the driver's license renewal to all drivers age 65 and older.	Due to staff shortages this effort will be implemented during the next fiscal year.
Expand base of partners who work closely with the elder population (e.g., Silver-haired Legislature, Department of Health and Senior Service, AAA Foundation for Traffic Safety, AARP, Senior nutrition centers).	An Older Driver Task Force was organized and met twice during this fiscal year to develop strategies.
Provide incentive items specifically to assist older drivers (e.g., eyeglass chains/holders so they don't forget their glasses when driving, squeeze/stress balls to assist them in developing hand and wrist strength and mobility.)	Incentive items were not provided during this fiscal year due to staff shortages.
Establish pilot sites(s) to introduce the Cognifit driving assessment tool for use by older drivers.	The Older Driver Task Force determined not to utilize this particular strategy.

#### **ENFORCEMENT EFFORTS**

The Highway Safety Division recognizes that enforcement efforts, when coupled with education/awareness/media activities, has a much more profound impact. The Statewide enforcement mobilization "Click it Or Ticket" was held from May 23 through June 5, 2005, and the "You Drink, You Drive, You Lose." mobilization was held from August 19 through September 5, 2005. A total of 167 agencies participated in the effort with 19,828 citations being issued. The mobilizations were preceded by a media blitz and followed by a recap of the activities upon completion of the enforcement efforts.

#### **TRAINING**

Traffic enforcement is a dynamic field. Terrorism, drug-trafficking, evolving designs of motor vehicles, and increased traffic loads make it necessary to continually train law enforcement officers on investigating crashes, making traffic stops, searching vehicles, changing laws, and technology advances. The Highway Safety Division contracts with state and local law enforcement academies (Central Missouri State University and the Missouri Southern State University) to offer "traffic safety specific" courses that aren't normally offered through the Basic Law Enforcement Academy curriculum. Some of the courses funded through the Highway Safety Division for FY 2005 were:

- 1. Basic Standard Field Sobriety Testing
- 2. Standard Field Sobriety Testing Instructor Course
- 3. Standard Field Sobriety Testing Basic Update
- 4. Standard Field Sobriety Testing Refresher Course
- 5. BAC Type II Training
- 6. BAC Type III Training
- 7. Recognizing the Drug Impaired Driver
- 8. D.W.I. Crash Investigation
- 9. Sobriety Checkpoint Supervisor Training

- 10. DRE Recertification Training
- 11. Courses offered by Missouri State Highway Patrol, which include:
  - a. Basic Crash Investigation
  - b. Advanced Crash Investigation
  - c. Crash Reconstruction
  - d. Crash Reconstruction Retraining
  - e. Radar Instructor
  - f. Laser Instructor
  - g. SFST Instructor
  - h. BAC Type II
  - i. BAC Type III/SFST
  - j. Computer Accident Diagramming
  - k. EVOC
  - 1. EVOC Instructor
  - m. Look Beyond the Traffic Stop
  - n. Instructor Development
  - o. Educational Items

In addition to the academies, training was offered by the Department of Revenue, Office of the State Courts Administrator, Missouri Office of Prosecution Services, Highway Safety Division, and the Law Enforcement Traffic Safety Advisory Council (LETSAC). Some of the training is available to more than just law enforcement agencies.

#### EFFICIENCY AND PRODUCTIVITY

The Highway Safety Division contracted with the Regional Justice Information System (REJIS) to develop a web-based contract management system. The system was completed in 2002 and available for application submission for 2003 grants. This is the third year that the Annual Report could be completed on line, which continues to streamline our process.

#### **PUBLIC INFORMATION & EDUCATION**



This program area addresses the broad spectrum of educating the public about traffic-safety related issues. Although included within the Statewide Problem Analysis information, public information & education components were built into each program area where possible.

Educational pieces and incentives were developed and distributed throughout Missouri by way of conferences, safety fairs, employer programs, schools, churches, health care agencies, law enforcement personnel, state/local government agencies, civic organizations, sporting events, plus the Safe Community and Think First programs. Materials are updated and reprinted as laws change or more current information becomes available. Some materials are redesigned to provide a more appealing look, or to be reproduced in a more cost-effective manner.

Missouri participated in three major campaigns including Click It Or Ticket (See Addendum #2), You Drink & Drive. You Lose (See Addendum #4) and The Difference is YOU. Drive Smart." (See Addendum #3). The campaigns included any combination of paid and earned media, printed materials, and press releases.

The Highway Safety Division (HSD) worked with law enforcement agencies in three regions of the state to implement an enforcement program supporting Missouri's GDL law. The primary focus is to increase safety belt use among this high-risk group. The enforcement efforts were conducted February 14-18 and March 7-18. The media portion of the campaign was paid out of Section 402 Highway Safety Funding. The Highway Safety Division contracted with MediaCross, Inc to assist with the media buy for the campaign.

When possible, law enforcement mobilizations complemented public awareness efforts. This combination of awareness/education coupled with enforcement proved to have a much stronger deterrent effect and allowed law enforcement to employ a proactive, rather than reactive, approach.

The Highway Safety Division was able to use paid advertising to expand efforts in the public information arena. Specific results are provided in the Paid Advertising Addendums of this document.

#### BENCHMARKS

Established	Result
Increase distribution of safety materials	Educational/awareness materials & incentives were distributed to schools,
by 2% over previous year.	hospitals, law enforcement agencies, health care offices, civic organizations,
	clubs, churches, government offices, businesses, military bases, etc.
Heighten awareness and positively	Sample press releases, a pre-survey release and post-survey release were
impact target audiences concerning	distributed to law enforcement agencies that received STEP grants. Local and
traffic safety including drinking and	state agencies received many free services as a result of the press releases.
driving, aggressive driving, speeding,	CMSU copied and distributed the press releases to participating law
rules of the road, and obeying traffic	enforcement agencies. MoDOT distributed a press release to media outlets
laws.	statewide. HSD staff as well as local and state law enforcement agencies
	conducted numerous media interviews. The safety belt survey indicated an
	increase in safety belt usage in the state from 75.8 percent to 77.4 percent.
	While there are several factors that contributed to the increase, the public
	information and education campaign definitely had an impact.
Heighten awareness regarding the	Safety belt usage rate increased from 75.8% in 2004 to 77.4% in 2005 due to the
importance of wearing safety belts,	increased public awareness efforts combined with enforcement mobilizations.
utilizing child safety seats, and installing	Child Safety Seat usage rate increased from 77% in 2004 to 82% in 2005.
child safety seats correctly.	
Heighten awareness regarding driving	MoDOT launched the fourth year of its award-winning, "The Difference is
safely and obeying the laws in	YOU. Drive Smart." Campaign in April 2005. The campaign is the
construction work zones.	department's first statewide work-zone safety campaign uniquely created for
	MoDOT. In 2004 work-zone fatalities were up, however, injuries were down 5
	percent. Work-zone statistics are not yet available for 2005.

#### Strategies

Identified	Implemented		
Publicize the services and resources of Highway	Highway Safety publicizes their services and resources in a variety of		
Safety to the general public.	ways, (i.e., through presentations, printed materials, safety fairs, paid		
	and earned media, etc.)		
Develop and promote traffic safety campaigns and	Campaigns such as "You Drink & Drive, You Lose", "Click or		
materials designed to reach target audiences (i.e.,	Ticket", "The Difference is You, Drive Smart" all were launched in		



minorities, high risk drivers, parents, etc.).	2005 (See Addendums 2, 3 and 4).				
Actively participate in the Missouri Roadway Coalition.	All program staff are assigned as Highway Safety Representatives to each of the 10 MoDOT districts to provide assistance and guidance for district contacts and roadway coalition members. HSD staff also monitor activities and review vouchers to ensure guidelines are being met.				
Develop strategies to work with partners—both traditional and nontraditional—in order to reach wider audiences and maximize resources.	MoDOT and the Highway Safety Division are members of the Coalition for Roadway Safety that continues to strategize and implement Missouri's Comprehensive Highway Safety Plan and Missouri's Blueprint for Safer Roadways.				
Promote safety awareness campaigns between the Highway Safety and MCSAP programs and assist MCSAP in developing promotional materials and press releases as needed.	Commercial vehicle safety information has been incorporated into the 2005 Missouri Drivers guide. The commercial vehicle driver safety belt usage rate has increased 6.93% in 2005 with a statewide rate of 65.73%. "Share the Road" and "Commercial Vehicle Safety Belt" public service announcements were aired during the months of April and September, 2005.				
Update public information materials and website to keep information current and easily accessible.	Through a contract with MediaCross several brochures were developed with two being translated into Spanish. Other supporting materials included informational fliers (safety tip and fact sheets). The Highway Safety website was developed and is operational. It will continue to be updated throughout the year.				
Develop network of partners (businesses, not-for- profit organizations, state and federal agencies) that will assist in securing resources such as donated/paid advertising, creative design, in-kind services, and technical assistance/support services.	MoDOT and the Highway Safety Division are members of the Coalition for Roadway Safety who are charged with implementation of Missouri's Comprehensive Highway Safety Plan titled Missouri's Blueprint for Safer Roadways.				
Develop and disseminate promotional/educational; materials and press releases.	In addition to printed materials mentioned above, Highway Safety sends out press releases regarding to traffic safety initiatives when appropriate.				
Organize and/or participate in press events including press conferences, media interviews, and campaign kickoffs.	Highway Safety staff as well as local and state law enforcement agencies conducted numerous media interviews. Press releases (pre and post) were included in the STEP grants.				
Give presentations and provide training to community groups, schools, and others as requested.	Various types of presentations are provided to community groups, schools and others as requested that relate to Youth Safety Belt Usage, Drowsy Driving, Child Passenger Safety, and many more. Trainings such as SFST, CPS, and Server Training. Various types of law enforcement trainings are offered and are listed in individual projects.				
Serve on committees/boards in order to broaden opportunities to promote traffic safety issues.	Most Highway Safety staff members serve on various committees such as Injury Prevention, School Bus Transportation, Partners in Prevention, and Head Injury Advisory Council to name a few.				
Support and promote MoDOT's <i>The Difference is YOU Drive Smart</i> construction work zone public awareness campaign.	Highway Safety launched the fourth year of its award-winning, "The Difference is YOU. Drive Smart." Campaign in April 2005. (See Addendum #3). Although work-zone fatalities are up, injuries are down 5 percent.				



## Annual Report 2005

PROJECT TITLE:

PROJECT NUMBER:

Hazardous Moving Viol

05-PT-02-95

**PROGRAM AREA:** 

**JURISDICTION SIZE:** 

Police Traffic Services

20,447

TYPE OF JURISDICTION:

**TARGETED POPULATION:** 

Rural

All Drivers

**AGENCY NAME:** 

**AGENCY CONTACT:** 

Sedalia Police Dept.

Chief Theodore Litschauer

#### PROJECT DESCRIPTION:

The enforcement projects will be conducted on Fridays from May to September and on summer holiday weekends. These projects include the Memorial Day weekend, Independence Day, Missouri State Fair, and the Labor Day weekend. Other projects will be conducted on Wednesdays and on weekends to accommodate other highly attended events.

The enforcement project will consist of overtime officers assigned to U.S. 50 Highway and Thompson Blv., overtime officers assigned to U.S. 50 Highway and 16th Street and one overtime telecommunications officer to assist with the increased radio traffic.

Media releases will be made prior to each of the enforcement efforts advising the motoring public of the increased patrol activity. Media releases will also be made after enforcement projects to inform the public of the success of the event.

Funds for this project may be utilized during any corridor enforcement project, Operation H.E.A.T., or other national or state mobilization effort in conjunction with or at the direction of the Highway Safety Division.

#### PROBLEM IDENTIFICATION:

The Sedalia, Missouri Police Department has 44 full-time officers with one of these officers assigned to the traffic unit. According to the United States 2000 Census, Sedalia has a population of 20,000 plus. Sedalia ranks 22nd in Missouri traffic crash statistics for the period of 2001-2003 with 2,940 crashes.

The primary contributing circumstances of traffic crashes in Sedalia are hazardous moving violations, such as failure to yield the right of way, following too close, improper lane usage, speed, and disobeying stop signs or signals.

Sedalia has two major highways, U.S. Highway 50 and U.S. Highway 65, which intersect within the city. There are approximately five miles of U.S. Highway 50 and four miles of U.S. Highway 65 inside the city limits of Sedalia. Departmental records indicate 47% of all traffic crashes within the city limits occur on these highways. This is a decrease of 5% over last year.

Two other main thoroughfares, 16th Street and Thompson Blvd., serve as a bypass around the intersection of U.S. Highway 65 and U.S. Highway 50. The traffic crashes on Thompson Blvd. and 16th Str. account for 8% of all traffic crashes within the city limits. This is a decrease of 2% over last year.

The traffic crashes on U.S. Highway 50, Highway 65, 16th Street, and Thompson Blvd. are highest during the summer months from April to September. The traffic crashes are highest during the weekends and summer holidays. Most of the crashes are occurring from 10:00 a.m. to 8:00 p.m. Crashes on all four roadways decreased during 2003. An indicator that increased enforcement works.

During the summer months, the traffic volumes of U.S. Highway 50, U.S. Highway 65, 16th Str., and Thompson Blvd. increase drastically. There are several major events on the Missouri State Fair Grounds throughout the year including the annual Missouri State Fair. U.S. Highway 50, U.S. Highway 65, 16th Str., and Thompson Blvd. carry most of the traffic attending these events. Traffic during weekends and holidays increase as motorists from the Kansas City area travel through the city enroute to the area lakes and resorts.

#### **GOALS AND OBJECTIVES:**

GOALS:

Decrease crashes related to these offenses by 10% over baseline data

#### **OBJECTIVES:**

- 1. Targeted population (i.e., speeders, aggressive drivers, young drivers):
  All drivers
- 2. Enforcement location(s):

U. S. Highway 65

U.S. Highway 50

16th Street (U.S. 65 west to Thompson Blvd)

Thompson Blvd. (16th Street north of U.S. 50 Highway)

- 3. Number of Officers assigned to each enforcement period:
  - 2 officers and one telecommunications officer
- 4. Times of enforcement periods:

10 a.m. to 8 p.m.

5. Duration of each enforcement period:

Varies

6. Number of enforcement periods per month:

Varies

- 7. Days of week selected for enforcement periods: Fridays, Sundays, or Mondays that fall during a holiday period.
- 8. Months (or special event) selected for enforcement periods:

May (Memorial Day Weekend)
June (Racing events)
July 4th (Independence Day)
August (Missouri State Fair)
September (Labor Day Weekend)

9. Equipment, promotional, or supply items requested for this project: None

#### **RESULTS:**

The total number of traffic crashes on state maintained routes through Sedalia for the previous grant year was 534. For this grant year the total number of crashes on these roadways was 482. This is a decrease of 9.7%.

#### **FUNDING:**

402: \$5,304.00

#### **HS CONTACT:**

Randy Silvey P.O. Box 104808 1719 Southridge Jefferson City, MO 65110-4808 573-751-4161

### **GRANT ENFORCEMENT ACTIVITIES** FY'05 ANNUAL REPORT

Project Number:	05-PT-02-95	Agency Name:	Sedalia Police Department

## Enforcement Activity (Total of Summons & Warnings Issue

	(1	otal of Summo	ns & Warnings	Issued)		
	HMV Enforcement	Speed Enforcement	DWI Enforcement	Youth Alcohol Enforcement	Occupant Protection	Other Project (Please Describe)
DWI Arrests	2					4)
Following Too Close	6					
Stop Sign Violation	7					
Signal Light Violation	7					
Fail To Yield	1					9
C&I Driving	2					
Speeding Violations	303					
Other HMV Violations	107					
TOTAL HMV VIOLATIONS (Total of the above categories)	435					
Seat Belt Violations	25					
Child Restraint Violations	0					
Other Non-HMV Violations	69					
TOTAL VIOLATIONS	529					
Number of Traffic Stops	459					
Number of Hours Worked	241.50					

Total number of crashes for grant contract period (October 1, 2004 – September 30, 2005)

Fatal: 2

Injury: 117

Property Damage: 365

Reporting Officer's Name: E. Hughes 152

Date Submitted: 11-08-2005

## Annual Report 2005

PROJECT TITLE: PROJECT NUMBER:

Hazardous Moving Viol 05-PT-02-93

PROGRAM AREA: JURISDICTION SIZE:

Police Traffic Services 70,068

TYPE OF JURISDICTION: TARGETED POPULATION:

Urban Speeders and Aggressive Drivers

AGENCY NAME: AGENCY CONTACT:

Platte County Sheriff's Dept. Sheriff Richard Anderson

#### PROJECT DESCRIPTION:

Three different enforcement areas will be targeted for overtime enforcement activities.

Area 1 will be the northwestern portion of the county bordered on the east by I-29, to the south by 120th Street and to the west and north by the county line. Area 1 will have one officer working a four-hour shift 4 times per month, all 12 months of the year.

Area 2 will be the northeastern portion of the county bordered on the west by I-29, to the south by 291 Hwy and to the east and north by the county line. Area 2 will have one officer working a four-hour shift 2 times per month, all 12 months of the year.

Area 3 will be the southwestern portion of the county bordered on the east by I-29, to the north by 120th Street and to the west and south by the county line. Area 3 will have one officer working a four-hour shift 3 times per month, all 12 months of the year.

The officers will perform mobile and stationary patrol in the above listed areas to detect drivers committing violations of following too closely, speeding and other moving violations relating to hazardous or aggressive driving. During road construction they will also work with MODOT crews on enforcement in work zones.

Funds for this project may be utilized during any corridor enforcement project, Operation H.E.A.T., or any national or state mobilization effort in conjunction with or at the direction of the Highway Safety Division.

#### PROBLEM IDENTIFICATION:

Platte County is on the northern edge of the Kansas City Metro area. The county includes Kansas City International Airport, 2 interstate highways and 2 other major highways. The county is also one of the main conduits for traffic going to the Kansas Speedway and for other large events in the area. There is also a large military base located just outside the county that brings large amounts of traffic to the area each day.

Platte County reported a total of 461 crashes in 2003. Of these crashes 2 were fatal and 121

resulted in injuries. 27% of the crashes reported were speed-related while 62% of the crashes were caused by other hazardous moving violations.

Platte County has a very large number of state highway miles that are patrolled only by the Sheriff's Department. The Sheriff's Department also assists the Missouri Highway Patrol on a daily basis on the interstate highways throughout the county. This includes hazardous violation enforcement and crash investigations. With the growing number of calls for service and the limited number of officers that can be assigned to each shift, the continuation of the hazardous moving violation program is neccesary to maintain the current level of enforcement.

The largest portions of the crashes occurred in three different areas of the county.

Area 1 is the northwestern portion of the county which includes 45 Highway and the 92 Highway triangle area. There were 113 crashes in this area.

Area 2 is the northeastern portion of the county and includes Z Highway and B Highway. There were 92 crashes in this area.

Area 3 is the southwestern portion of the county which includes 45 Highway and the largest portion of the residential area. There were 261 crashes in this area.

#### **GOALS AND OBJECTIVES:**

#### GOAL:

· Decrease crashes related to these offenses by 1% over baseline data

#### **OBJECTIVES:**

- 1. Targeted Population (i.e., speeders, aggressive drivers, young drivers): Speeders, Aggressive drivers
- 2. Enforcement Location(s): 3 different areas
- 3. Number of Officers assigned to each enforcement period: 1
- 4. Times of enforcement periods: 108
- 5. Duration of each enforcement period: 4 hours
- 6. Number of enforcement periods per month: 9
- 7. Days of week selected for enforcement periods: variable
- 8. Months (or special event) selected for enforcement periods: All months
- 9. Equipment, promotional, or supply items requested for this project: N/A

#### **RESULTS:**

The Hazardous Moving Violations Enforcement project had a goal of reducing the number of crashes by 2%. The total number of crashes in FY 2004 was 503 while the number of crashes in this FY 2005 project was 478. This is a decrease of 9.5%.

#### **FUNDING:**

402:\$10,800.00

### **HS CONTACT:**

Randy Silvey
P.O. Box 104808
1719 Southridge
Jefferson City, MO 65110-4808
573-751-4161

## GRANT ENFORCEMENT ACTIVITIES MONTHLY REPORT

Agency Name: Platte County Sheriff's Dept. Month/Year: October/2005

Project Number: #06-PT-02-9

#06-154-AL-72

#06-PT-02-95

#### **Enforcement Activity**

(Total of Summons & Warnings Issued)

	(Total	or Summons & Wa	rnings Issued)	December 1	T SMIN THE CONTRACTOR IN
	;gw	हिन्दुसंह	DWI		entire sedicante Bepe orcetton (Describe)
DWI Arrests	0	0	2		26
Following Too Close	0	0	0		0
Stop Sign Violation	1	1	1		30
Signal Light Violation	0	1	0		15
Fail To Yield	0	3	0		7
C&I Driving	0	4	1		114
Speeding Violations	56	89	6		421
Other HMV Violations	5	0	4		1
TOTAL HMV VIOLATIONS (Total of the above categories)	62	100	14		614
Seat Belt Violations	1	0	0		0
Child Restraint Violations	0	0	0		0
Other Non-HMV Violations	8	1	2		55
TOTAL VIOLATIONS	71	101	16		669
Felony Arrests	0	0	0		0
Drug Arrests	0	0	1		0
Stolen Vehicles Recovered	0	0	0		0
Fugitives Apprehended	0	0	0		0
Suspended Revoked Licenses	0	0	1		37
Uninsured Motorists	1	0	0		31
# of Traffic Stops	73	117	14		114151672
# of Hours Worked	32	170.5	9.25		(5)

Enforcement Location(s):		
Efforcement Location(s):		2005
Reporting Officer's Name:		 
Phone:	F-mail:	

## Annual Report 2005

PROJECT TITLE:

PROJECT NUMBER:

Hazardous Moving Viol

05-PT-02-91

**PROGRAM AREA:** 

**JURISDICTION SIZE:** 

Police Traffic Services

3,016

TYPE OF JURISDICTION:

TARGETED POPULATION:

Rural

Aggressive Drivers

**AGENCY NAME:** 

**AGENCY CONTACT:** 

Pevely Police Dept. Chief Ronald Weeks

#### PROJECT DESCRIPTION:

The police department will evaluate data from crash and arrest statistics and determine locations that are subject to aggressive drivers. These will be the target areas.

The department will then establish saturation patrols all seven days in the week where 1 officer will patrol these areas and seek out and issue citations to aggressive drivers or drivers who commit hazardous moving violations. The saturation patrol will be set up to run all twenty four hours, at times that the department feels may be more conducive to catching aggressive drivers. The department will run these patrols in 4 hour blocks and will conduct 8 saturation patrols per month. The department will also conduct these patrols in all twelve months through the year.

The project also calls for public awareness, the department will notify the public via the media of the project along with periodic results of these operations. The public will not be aware of the dates and times of operations.

#### PROBLEM IDENTIFICATION:

The City of Pevely is located in the east central portion of the state along Interstate 55 in Jefferson County, Missouri, which is in Troop C. The Interstate runs through the center of the city with U.S. Highway 61-67 on the east side and State Highway Z on the north side which accesses Interstate 55. The population of the City of Pevely is approximately 4000 residents and growing with the addition of 5 new subdivisions and other residential construction. This number frequently increases to 20,000 to 30,000 on weekends due to numerous weekend activities.

Some of the above mentioned activities include the I-55 Raceway, a banquet center/hall, the Pevely Flea Market, the Sun Valley Sports Complex and the Teamster's Local 688 Recreational Camp. With these weekend activities, there is a tremendous increase in traffic congestion on the major roadways. The City of Pevely also has twelve factories which employs from approximately 100 to 300 people in each and also three taverns that attract large weekend crowds.

The department consists of fourteen full time officers with 10 of these being road officers.

The major cause of the crashes differ slightly from year to year but the major causes have been due to drinking, speed and hazardous moving violations. To best illustrate this are the statistics

that show that speed is a factor in 29.7% of the fatal and personal injury crashes. Some type of a hazardous moving violation causes a fatal or personal injury crash in nearly 80% of the accidents, and drinking is a factor in 38.5% of the fatal or personal injury crashes. Almost all of the major crashes with injury are occurring on the three state highways. One stretch particularly concerning us is I-55 between the 178 mile marker and the 183 mile marker. This five mile stretch has claimed dozens of victims in the last 15 years. The evening rush hour times is when the highest percentage of accidents occur with Friday being the day with the highest percentage.

#### **GOALS AND OBJECTIVES:**

Increase arrests related to these offenses by 10% over baseline data

#### **RESULTS:**

During the project year, officers wrote 371 citations for various hazardous moving violations and 574 total citations. Overall HMV violation totals department-wide produced only a 3% increase. Saturation patrols produced an increase of 86% over last year's saturation patrols. Accident statistics revealed 4% less overall accidents and an 18% decrease in injury accidents over the same period last year.

#### **FUNDING:**

402:\$10,176.00

#### **HS CONTACT:**

Mike Breckle P.O. Box 104808 1719 Southridge Jefferson City, MO 65110-4808 573-751-4161

## Annual Report 2005

PROJECT TITLE: PROJECT NUMBER:

Speed Enforcement 05-PT-02-79

PROGRAM AREA: JURISDICTION SIZE:

Police Traffic Services 12,037

TYPE OF JURISDICTION: TARGETED POPULATION:

Rural Speeders

AGENCY NAME: AGENCY CONTACT:

Moberly Police Dept. Chief Michael Garbulski

#### PROJECT DESCRIPTION:

Off Duty Officers will be deployed into specific traffic enforcement only duties.

Officers will work during the days and times when most traffic crashes are occurring which is Monday through Saturday.

The project will be 12 months long.

The target site will be Bus US 63-Morley Street.

Officers will work the enforcement hours from 8am until 12 midnight.

Officer will attempt to work a minimum of three dual enforcement details each month.

Officers will be deployed during corridor enforcement projects, Operation HEAT or other national or state mobilization efforts.

#### PROBLEM IDENTIFICATION:

Analysis of data yields the highest occurance of traffic crashes occur along the 7 mile stretch of Business US 63, Morley Street, which runs, north-south, through the City of Moberly.

Moberly is located in north central Missouri. It has experienced a population growth with a current population of almost 14,000 people. Two major US Highways meet within the City of Moberly. US 24 and US 63 as well as Business US 63 (Morley Street) all carry a significant amount of daily traffic.

Moberly is the home of several automotive parts manfacturing plants. Dura automotive has over 675 employees. Orschelen Industries has manufacturing, engineering and several shopping center properties within the city. Scholastic Books has a call center and distribution center with over 440 employees. Moberly Correctional Center, houses 1800 inmates. Wal Mart has a distribution center at US 24 and US 63. It is estimated that the center has a daily truck count of over 400 truck each day. Moberly Area Community College has a student population of over 2000 students at the Moberly Campus.

Moberly has 21 establishments that serve alcohol by the drink and 16 establishments that sell packaged liquor.

Most crashes on Bus 63, Morley Street, are occurring Monday through Saturday between 10am & 12 midnight. The two major contributing circumstances for most crashes occurring on Bus 63 Morley Street is - Fail to Yield (150) with 102 property damage and 48 with injury and following to close (101) with 78 property damage and 23 with injury.

#### **GOALS AND OBJECTIVES:**

2003 total citations - 1191 with 768 as speed violations. 2005 total citations - 1054 with 559 as speed violations.

Increase arrests related to these offenses by 8% over baseline data

Decrease crashes related to these offenses by 10% over baseline data

Increase seat belt use rate from current rate of 70% to 72%

A change in shift hours with alternating days off and a loss of commissioned personnel from the patrol division may have been the cause of the decrease in citations issued.

#### **RESULTS:**

Crashes decreased by 20% according to baseline data (251 crashes in 2003, 180 property damage and 71 injury to 201 crashes in 2005, 151 property damage and 50 injury).

Seat belt usage rate increased from 70% to 71.5%.

#### **FUNDING:**

402: \$12,412.80

#### **HS CONTACT:**

Mike Breckle P.O. Box 104808 1719 Southridge Jefferson City, MO 65110-4808 573-751-4161

## Annual Report 2005

**PROJECT TITLE:** 

PROJECT NUMBER:

Hazardous Moving Viol

05-PT-02-77

**PROGRAM AREA:** 

**JURISDICTION SIZE:** 

Police Traffic Services

23,470

TYPE OF JURISDICTION:

TARGETED POPULATION:

Rural

All Drivers

**AGENCY NAME:** 

**AGENCY CONTACT:** 

Maryland Heights Police Dept.

Chief Tom O'Conner

#### PROJECT DESCRIPTION:

Maryland Heights has completed the last year of a three year PTS contract 03-PT-02-81 which provided a fulltime "Accident Reduction Zone" enforcement officer on I-270 in a uniquely marked police vehicle resembling a NASCAR racecar. The principal assumption in this project was that motorists would change their driving behavior if they preceive enforcement was always present. A MoDot study revealed that 80% of the motorists on I-270 were commuters who drove the same time and direction every work day. The Accident Reduction vehicle has been on the interstate highway 40 hours a week during high crash times and reduced the crash rate by 10% the first year of the project and by 17% the second year and 37% the final year. The success of this program has been featured by the NHTSA in quarterly publications.

This project has a proven sucessful track record. The unique vehicle and its traffic officer, PO Jim Vinyard AKA "The Flyin Hawaian" a moniker given to him by local big rig truck drivers, are well known in the St. Louis area. Officer Vinyard made over 2,000 traffic stops resulting in over 1,800 moving violations in 2003 on I-270. The accident reduction zone vehicle is often mentioned in radio traffic reports and even has a direct radio link with the St. Louis Metro News which provides the traffic status reports to local TV and radio stations.

Maryland Heights would like to continue this project and include enforcement location to the I-270 lanes south of the HWY 364 (Page) interchange and the entire length of HWY 364 from HWY 67 to the Missouri River Bridge. Since the opening of the new HWY 364 Bridge over the Missouri River, speeds are routinely clocked 20 to 30 miles over the posted 60 MPH limit.

Under contract, Maryland Heights will do the following:

- 1. Maintain the I-270 Accident Reduction Zone enforcement vehicle on the highway(s) 40 hours per week during the high crash times, rotating the hours of operation between morning and evening rush hours as needed.
- 2. Maintain a partnership with the MSHP, St. Louis County Police and Creve Coeur Police to present public information and conduct periodic joint enforcement projects.
- 3. Encourage joint emergency responder training with local fire/EMS personnel to minimize the

impact lane closures will have on secondary crashes.

- 4. Maintain communication with MoDot and the St Louis Traffic Information Center.
- 4. Conduct periodic press conferences on the problem, the projects intentions and success.

#### PROBLEM IDENTIFICATION:

Maryland Heights is located in northwest St. Louis County and has an area of 26.5 square miles. The city has the third largest land area in the county and has a resident population of 26,500, a business population of 90,000 and 6 million visitors to the Harrah's Casino and the UMB Bank Amphitheater in 2003. The city has 136 licensed liquor sales establishments with 101 serving alcohol by the drink. There are 20 hotels in Maryland Heights with 3800 rooms in close proximity to the St Louis International Airport.

The city has 143 miles of roadway: municipal, county and state. The city also contains 8 miles of I-270 at the edge of the I-70 interchange, 6 miles of the Maryland Heights Expressway and 9 miles of Highway 364 to include the new Page Avenue Bridge over the Missouri River. Interstate 270 is the major arterial by-pass around the St. Louis Metropolitan area. Interstate 270, for most of the city's 8 miles, is 10 lanes wide, the largest in the St. Louis Metropolitan area. Annual traffic counts by the Missouri Department of Transportation for this section of highway exceeds 68 million vehicles. The intersection of I-270 and I-70 is a bottleneck which funnels traffic across the Missouri River. During rush hours, northbound I-270 can back up 4 miles to make the exit onto I-70 and cross the Missouri River bridge.

The northbound lanes of I-270 from HWY 364 (Page) to the I-70 interchange has a motor vehicle crash rate of 300 crashes per 100 million miles traveled as compared to 165 crashes per 100 million miles traveled on other metropolitan St Louis interstate roads. Since the opening of the Page Avenue Bridge in December 2003 additional traffic congestion has developed at the Page Avenue (HWY 364) Interchange with I-270. The interchange has 3 problem merge/weave lanes. Aggressive driving has been the single contributing cause of most crashes on the interstate to date. Crashes occurring at these merging lane locations cause traffic backup and secondary crashes in the northbound lanes of I-270 and on HWY 364. Secondary crashes have extended south into unincorporated St. Louis County and the City of Creve Coeur.

Secondary interstate crashes are caused by inattentive drivers to stopped traffic, aggressive cut in traffic has occurred because of bottleneck traffic, accident lane closures and slow removal of vehicles from previous crashes.

#### **GOALS AND OBJECTIVES:**

#### GOALS:

- · Increase arrests related to these offenses by 5% over baseline data
- · Decrease crashes related to these offenses by 10% over baseline data

#### **OBJECTIVES:**

- 1. Targeted Population (i.e., speeders, aggressive drivers, young drivers): Aggressive Drivers / Speeders
- 2. Enforcement Location(s):

#### I-270 from south of I-364 to I-70 and HWY 364 from HWY 67 to Missouri River Bridge

- 3. Number of Officers assigned to each enforcement period: 1 PTS Officer (50% Salary)
- 4. Times of enforcement periods:
  Morning & Evening rush hours Monday through Friday
- 5. Duration of each enforcement period: 8 hours each day (40 hours per week)
- 6. Number of enforcement periods per month:
- 5 Day per week 52 weeks
- 7. Days of week selected for enforcement periods: Mon Fri
- 8. Months (or special event) selected for enforcement periods: N/A

#### **RESULTS:**

This project must be considered an unqualified success in cutting the accident rate by nearly two thirds. The accident rate determined by MoDOT for northbound I-270 from Dorsett Road to I-70 was 300 per 100 million miles traveled at the beginning of this grant. The enforcement project began February 1, 2001. During the first 8 months of the project the rate dropped 17% to 270 per 100 million miles traveled. Each year since the beginning of the I-270 project there has been a reduction in the accident rate. The results for fiscal year 2005 reflect a 60% reduction in the rate of 120 per 100 million miles traveled over the original baseline of 300.

#### **FUNDING:**

402: \$29,655.00

#### **HS CONTACT:**

Bill Whitfield P.O. Box 104808 1719 Southridge Jefferson City, MO 65110-4808 573-751-4161

## GRANT ENFORCEMENT ACTIVITIES FY'05 ANNUAL REPORT

Project Number:_05-PT-02-77		Agency Name: Maryland Heights F			Police Dept.	
	СТ	Enforcen	nent Activi	- C		
	HMV Enforcement	Speed Enforcement	DWI	Youth Alcohol Enforcement	Occupant Protection	Other Project
OWI Arrests	2					
Following Too Close						
Stop Sign Violation						
Signal Light Violation						
Fail To Yield						
C&I Driving						L
Speeding Violations	1,589					
other HMV Violations	245					
TOTAL HMV VIOLATIONS (Total of the above categories)	1,836					
Seat Belt Violations	173					
Child Restraint Violations						
Other Non-HMV Violations	220					

/iolations						
OTAL VIOLATIONS	393					
lumber of Traffic Stops	2,092				1000	
lumber of lours Worked	2,088					
Total number of cra	ashes for grant o	ontract perio	od (October	1, 2004 - Sept	tember 30, 20	005)
Fatal_3	Injury 223	Proper	ty Damage_	1088		
Reporting Officer's	Name: L	t. Gooch	Dat	e Submitted:	10-7-05	

## Annual Report 2005

PROJECT TITLE: PROJECT NUMBER:

Hazardous Moving Viol. 05-PT-02-76

PROGRAM AREA: JURISDICTION SIZE:

Police Traffic Services 25,592

TYPE OF JURISDICTION: TARGETED POPULATION:

Rural All drivers

AGENCY NAME: AGENCY CONTACT:

Liberty Police Dept. Chief Craig Knouse

#### PROJECT DESCRIPTION:

Overtime officers will be assigned to patrol MO 152 and MO 291 Hwys and will conduct radar enforcement and other hazardous moving violations enforcement. The two officers will concentrate on the time periods of 1:00 pm to 6:00 pm, Monday through Saturday. There will be two enforcement periods each month beginning in October 2004 and ending in September 2005. During the life span of the grant there will be a total of 240 man hours of overtime enforcement activity.

Funds for this project may be utilized during any corridor enforcement project, Operation H.E.A.T., Operation Impact, or other national or state mobilization effort in conjunction with or at the direction of the Highway Safety Division.

#### PROBLEM IDENTIFICATION:

Liberty, Missouri is a rapidly growing suburban community in the Kansas City metropolitan area. There is one senior high school, one junior high school, two middle schools, and five elementary schools within the city limits. A second junior high is under construction and will be open for the 2004-2005 school year. A second high school is planned with land purchased for the site. The city is served by three major state highways (MO 152, MO 291, and U.S. 69) and one interstate highway (I-35). There are 11 establishments that serve alcohol by the drink and 14 businesses that sell package liquor.

The two main state highways, MO 152 and MO 291, have always been major contibutors to the overall number of crashes in Liberty. For the year 2003 these two highways accounted for 321, or 43%, of the total number of crashes investigated by the Liberty Police Department. Of the crashes on these two highways, 29% (93) resulted in injuries to vehicle occupants. The injury crashes on MO 152 and MO 291 comprised 51% of all injury crashes within the city limits of Liberty.

Speed-related crashes accounted for 10% of all the crashes in Liberty. Of these speed-related crashes, 15% were injury crashes.

MO 291 Hwy in the southern part of Liberty is a fairly wide open stretch of 4-lane divided highway. It is common for officers to cite offending drivers for speeds in excess of 75 mph in a 55 mph zone. An electric traffic signal is under construction in this area. The most frequently noted

contributing circumstances for crashes on this highway are failure to yield, following too close, sign/signal violations, and speed.

MO 152 Hwy is a relatively short strech of roadway with numerous intersections controlled by electric traffic signals. The portion within the city limits of Liberty is a 7/10 of a mile stretch with 5 intersections with electric signals. The most frequently noted contributing circumstances for crashes on this highway are following too close, failure to yield, improper lane use/change, and sign/signal violations.

Mondays through Fridays account for most of the crashes in Liberty (80%) with only a slight decline on Saturdays. Crashes in Liberty begin to increase significantly after the 10:00 a.m. hour and do not decline until after the 6:00 p.m. hour (59.8% of all crashes). The peak hours for crashes are 2:00 p.m. to 6:00 p.m. with 37% of the crashes occurring in that time frame.

#### GOALS AND OBJECTIVES:

GOALS:

Increase arrests related to these offenses by 7% over baseline data Decrease crashes related to these offenses by 5% over baseline data

#### **OBJECTIVES:**

- 1. Targeted population (i.e., speeders, aggressive drivers, young drivers):
  All drivers
- 2. Enforcement location(s): MO 152 Hwy, MO 291 Hwy
- 3. Number of officers assigned to each enforcement period: 2
- 4. Times of enforcement periods: 1:00 pm to 6:00 pm
- 5. Duration of each enforcement period: 5 hrs.
- 6. Number of enforcement periods per month: 2
- 7. Days of week selected for enforcement periods: Mondays through Saturdays
- 8. Months (or special event) selected for enforcement periods: All 12 months
- 9. Equipment, promotional, or supply items requested for this project:
  None

#### **RESULTS:**

A primary goal in using grant funds for overtime traffic enforcement was to reduce the number of crashes on the Kansas Street corridor by at least 5%. During the grant period, Liberty officers logged 298 hours of overtime traffic enforcement. A total of 515 traffic stops were initiated, resulting in citations for 468 hazardous moving violations; 69 seat belt violations; 1 child restraint violation; and, 64 other non-hazardous citations. An analysis of crash data showed a reduction of 7.6% in the total number of crashes on Kansas Street during this reporting period, versus the same time frame a year earlier.

#### **FUNDING:**

402:\$6,960.00

#### **HS CONTACT:**

Randy Silvey P.O. Box 104808 1719 Southridge Jefferson City, MO 65110-4808 573-751-4161

### GRANT ENFORCEMENT ACTIVITIES FY'05 ANNUAL REPORT

Project Number: 05 PT 0276

Agency Name: Liberty Police Department

### **Enforcement Activity**

(Total of Summons & Warnings Issued)

	(Total of Summons & Warnings Issued)					
	HMV Enforcement	Speed Enforcement	DWI Enforcement	Youth Alcohol Enforcement	Occupant Protection	Other Project (Please Describe)
DWI Arrests	0					
Following Too Close	2					
Stop Sign Violation	3					
Signal Light Violation	60					
Fail To Yield	8					
C&I Driving	5					
Speeding Violations	360					
Other HMV Violations	30					
TOTAL HMV VIOLATIONS (Total of the above categories)	468					
Seat Belt Violations	69					
Child Restraint Violations	1					
Other Non-HMV Violations	64					
TOTAL VIOLATIONS	602					
Number of Traffic Stops	515					
Number of Hours Worked	298					

Total Humber C	or crashes for grant co	ntract period (October 1, 2004 – September 30, 2003
Fatal_1	Injury 184	Property Damage 537
Reporting Office	er's Name: P.O. Da	Nate Submitted: 11-09-2005

## Annual Report 2005

PROJECT TITLE: PROJECT NUMBER:

Speed Enforcement 05-PT-02-75

PROGRAM AREA: JURISDICTION SIZE:

Police Traffic Services 66,623

TYPE OF JURISDICTION: TARGETED POPULATION:

Urban All Drivers

AGENCY NAME: AGENCY CONTACT:

Lee's Summit Police Dept. Chief Kenneth Conlee

#### PROJECT DESCRIPTION:

The Lee's Summit Police Dept. Traffic Safety Unit along with officers from the Patrol Division will conduct speed enforcement projects on IS-470. Two officers will perform stationary and moving patrol on IS-470 between U.S. 50 Hwy and View High Dr. The officers will be enforcing violations of aggressive driving, speeding, following too closely, and other hazardous moving violations. The enforcement periods will be conducted between the hours of 6:00 a.m. and 11:00 p.m. during any day of the week in all months of the grant period. Officers will also conduct speed call outs where there will be at least five officers assigned to the enforcement. One officer will call out the speeds of the violators and the other officers will conduct the traffic stops.

Special emphasis will be given to high enforcement and holiday crash periods such as Thanksgiving, Christmas, Easter, Memorial Day, 4th of July, and Labor Day.

The Lee's Summit Police Department will participate in LETSAC, Operation Impact, the Jackson County Traffic Safety Task Force, and the "Click it or Ticket" campaign.

The moving radar will be used to assist in conducting speed enforcement activities on Interstate 470.

Funds for this project may be utilized during any corridor enforcement project, Operation H.E.A.T., Operation Impact, Jackson County Traffic Safety Task Force, or other national or state mobilization effort in conjunction with or at the direction of the Highway Safety Division.

#### PROBLEM IDENTIFICATION:

The City of Lee's Summit, Missouri is a suburban city located in the southeast Kansas City metropolitan area. Lee's Summit has a population of approximately 80,000 persons and covers approximately 72 square miles. Currently there are three high schools, three secondary schools, and eleven elementary schools located within the city.

According to 2003 crash data Lee's Summit ranks 8th in total statewide traffic crashes and 9th in fatal and personal injury crashes. The City of Lee's Summit ranks 5th in speed-related crashes and 10th in alcohol involved crashes during the same time period. The daily traffic counts continue to

increase as the City of Lee's Summit continues to grow. In addition to the local traffic, commuters to the metro area and summer recreational traffic cause significant increases in traffic counts.

Located within the city are Interstate 470, U.S. 50 Hwy, Missouri 291 Hwy, Missouri 150 Hwy, U.S. 40 Hwy, and Missouri 350 Hwy. The vast majority of crashes on these highways are a result of speeding, following too closely, failing to yield, and inattention. There were 75 impaired driving crashes in 2003. Most of these crashes occurred on the state and federal Highways. Statistical data for 2003 was compiled by the Missouri State Highway Patrol.

#### **GOALS AND OBJECTIVES:**

#### GOALS:

Increase arrests related to these offenses by 10% over baseline data Decrease crashes related to these offenses by 5% over baseline data Increase seat belt use rate from current rate of 58% to 70%

#### **OBJECTIVES:**

- 1. Targeted Population (i.e., speeders, aggressive drivers, young drivers): All drivers
- 2. Enforcement Location(s): IS-470
- 3. Number of Officers assigned to each enforcement period: 2-5
- 4. Times of enforcement periods: 6:00 a.m. to 11:00 p.m.
- 5. Duration of each enforcement period: 2 hrs
- 6. Number of enforcement periods per month: 12
- 7. Days of week selected for enforcement periods: All days
- 8. Months (or special event) selected for enforcement periods: All Months
- 9. Equipment, promotional, or supply items requested for this project: Moving Radar Unit

#### **RESULTS:**

The Lee's Summit Police Department strove for a 5% reduction in motor vehicle crashes and a 10% increase in the number of traffic arrests for hazardous moving violations. There were 877 violations issued during this project year, an increase of 189% over the previous project year.

The total number of crashes decreased by 3% to that of the previous project year.

#### **FUNDING:**

402: \$19,750.00

#### **HS CONTACT:**

Randy Silvey
P.O. Box 104808
1719 Southridge
Jefferson City, MO 65110-4808
573-751-4161

### GRANT ENFORCEMENT ACTIVITIES FY'05 ANNUAL REPORT

Project Number: 05-PT-02-75 Agency Name: Lee's Summit Police Dept.

### **Enforcement Activity**

_	(Total of Summons & Warnings Issued)					
	HMV Enforcement	Speed Enforcement	DWI Enforcement	Youth Alcohol Enforcement	Occupant Protection	Other Project (Please Describe)
DWI Arrests		37				
Following Too Close		4				
Stop Sign Violation		0				
Signal Light Violation		10				
Fail To Yield		6				
C&I Driving		11				
Speeding Violations		606				
Other HMV Violations		101				
TOTAL HMV VIOLATIONS (Total of the above categories)		775				
Seat Belt Violations		15				
Child Restraint Violations		1				
Other Non-HMV Violations		86				
TOTAL VIOLATIONS		877				
Number of Traffic Stops		790				
Number of Hours Worked		414.3				

Total number o	of crashes for grant cor	ntract period	(October 1, 2004 – Septem	ber 30, 2005)
Fatal_5	Injury 288	Property	Damage <u>1798</u>	
Reporting Office	er's Name: SGT. K. C.	Reaves	Date Submitted:	10-04-05

## Annual Report 2005

PROJECT TITLE:

PROJECT NUMBER:

Speed Enforcement

05-PT-02-71

PROGRAM AREA:

JURISDICTION SIZE:

Police Traffic Services

10,621

TYPE OF JURISDICTION:

**TARGETED POPULATION:** 

Rural

Speeders

**AGENCY NAME:** 

**AGENCY CONTACT:** 

Kennett Police Dept.

Chief Barry Tate

#### PROJECT DESCRIPTION:

The Kennett Police Department will conduct overtime speed enforcement on the three major highways US. Highway 412, MO. Highway 84, and MO. Highway 25 on Tuesday, Friday, and Saturday from 2:00pm and 10:00pm, each overtime enforcement will be conducted by 2 patrol officers and will consist of 12 enforcement periods each month. During these overtime enforcement periods Speed enforcement will be the main goal for the officers but other traffic violations will also be monotored such as the use of safety belts and child restraints.

#### PROBLEM IDENTIFICATION:

The City of Kennett has three major highways that travel through the city limits, US Highway 412, MO. Highway 84, and MO. Highway 25, Speed Related crashes on these 3 major highways make up for 47.2% of the speed related crashes in the entire City of Kennett. The majority of these speed related crashes are happening on the following days, Tuesday, Friday, and Saturday.

#### **GOALS AND OBJECTIVES:**

Increase arrests related to these offenses by 40% over baseline data

Decrease crashes related to these offenses by 25% over baseline data

Increase seat belt use rate from current rate of 68% to 85%

#### **RESULTS:**

Kennett officers worked 482 hours on speed enforcement during this fiscal year. A total of 783 violations were noted out of 560 traffic stops.

Seatbelt usage increased from 68% to 69% showing an increase of 1%.

There has been a significan decrease in crash totals for this calendar year. Through September of 2005 there has been a decrease of 41 injury accidents and 38 property damage accidents for a total reduction of 79.

#### **FUNDING:**

402: \$9,000.00



Mike Breckle P.O. Box 104808 1719 Southridge Jefferson City, MO 65110-4808 573-751-4161

### GRANT ENFORCEMENT ACTIVITIES FY'05 ANNUAL REPORT

Project Number: 05-PT-02-71 Agency Name: Kennett Police Department

### **Enforcement Activity**

(Total of Summons & Warnings Issued)

	(1	otal of Summo	ns & Warnings	Issued)		
	HMV Enforcement	Speed Enforcement	DWI Enforcement	Youth Alcohol Enforcement	Occupant Protection	
DWI Arrests						
Following Too Close		1				
Stop Sign Violation		5				
Signal Light Violation		ı				
Fail To Yield		0				
C&I Driving		2				
Speeding Violations		453				
Other HMV Violations		7				
TOTAL HMV VIOLATIONS (Total of the above categories)		470				
Seat Belt Violations		175				
Child Restraint Violations		ı				
Other Non-HMV Violations		137				
TOTAL VIOLATIONS		783				
Number of Traffic Stops		540				
Number of Hours Worked		482				

		30 3 - 37		
Fatal_2	Injury 73	Property Damage 433	_	
Reporting Office	r's Name: Can T.	Here Cook	_ Date Sub	mitted: 10/22/01-

Total number of crashes for grant contract period (October 1, 2004 – September 30, 2005)

## Annual Report 2005

PROJECT TITLE:

PROJECT NUMBER:

Hazardous Moving Viol

05-PT-02-69

**PROGRAM AREA:** 

**JURISDICTION SIZE:** 

Police Traffic Services

441,574

**TYPE OF JURISDICTION:** 

TARGETED POPULATION:

Urban

All vehicle drivers and occupants

**AGENCY NAME:** 

**AGENCY CONTACT:** 

Kansas City Police Dept.

Chief James Corwin

#### PROJECT DESCRIPTION:

The listed intersections are the top 20 high crash locations (excluding I-70 and I-435 interchanges) for the grant period. Officers will conduct enforcement at or near these 20 listed locations to enforce speed, hazardous moving, and seatbelt violations. Officers will work flexible hours and days in two to eight hour block sessions. Enforcement will be increased during the early morning hours of midnight to 8:00 a.m. Enforcement will also be increased on Saturdays and Sundays due to fewer regular-duty officers being available. Officers will be required to write a minimum of three hazardous moving violation citations per hour worked. Laser call-down operations will also be utilized during the grant period. This increased enforcement should be able to decrease the total number of crashes at the listed locations by a minimum of 3%.

Funds for this project may be utilized during any corridor enforcement project such as Operation H.E.A.T. or Click It Or Ticket. Also, funds may be utilized for any other special project sponsored by Operation Impact, the Jackson County Traffic Safety Task Force, or any other national or state mobilization effort conducted in conjunction with or at the direction of the Highway Safety Division.

The Police Department's current budgetary environment will not allow for the total purchase price of the laser radar units. These radar units will be vital in the success of the project as it involves several of the busiest roadways in the city.

#### PROBLEM IDENTIFICATION:

Kansas City, Missouri, is a large metro area with a population of approximately 464,000 and a metropolitan area of approximately 1.5 million. There were 1,639 total crashes at the top twenty listed locations (excluding I-70 and I-435). One thousand three hundred and six of these crashes resulted in property damage, 329 of the crashes involved injuries, and 4 of the crashes resulted in fatalities.

These crashes are occurring at high volume intersections and high volume interstate and highway exchanges. Some occur at on and off ramps to the same interstates and highways. Excessive speed and driver inattention caused a majority of the crashes at these top 20 crash locations.

Due to a high volume of traffic at these locations, it is very difficult to conduct enforcement.

Traffic Officers attempt to work these locations when time is available during their normal tour of duty. The high volume of traffic and the difficulty of conducting enforcement at these locations are contributing factors to their having a disproportionate number of crashes compared to other locations in the city.

Of the 1,639 crashes at these 20 locations, 323, or 20%, of the crashes occurred between midnight and 8:00 a.m. Obligations in regard to handling special events and dedicating personnel to higher calls for service periods throughout each day are two examples of why traffic enforcement officers are not available to work during the majority of these early morning hours. Three hundred and thirty-eight, or 21%, of the crashes occurred on Saturday and Sunday. Again, due to numerous special events that normally occur during the weekends, the ten traffic officers assigned to work each weekend have little time to dedicate toward area-specific enforcement. This means that over 41% of these accidents are occurring when there are few or no traffic officers available for directed enforcement. Due to the difficulty of conducting enforcement at these locations and the time and days the crashes are occurring, there is a need to conduct directed enforcement as a means of reducing the crashes at these listed locations.

#### **GOALS AND OBJECTIVES:**

GOALS:

Decrease crashes related to these offenses by 3 % over baseline data

#### **OBJECTIVES:**

- 1. Targeted Population (i.e., speeders, aggressive drivers, young drivers): Drivers committing hazardous moving violations.
- 2. Enforcement Location(s):
  The listed top 20 crash locations.
- Number of officers assigned to each enforcement period: Four
- 4. Times of enforcement periods: Flexible
- 5. Duration of each enforcement period: Between two to eight hour shifts
- 6. Number of enforcement periods per month: Minimum of fifteen
- 7. Days of week selected for enforcement periods: All
- 8. Months (or special event) selected for enforcement periods: Enforcement each of the twelve months during the grant period
- 9. Equipment, promotional, or supply items requested for this project: Five (5) laser speed detection units.

#### **RESULTS:**

Officers worked a total of 1,610.5 hours on the Hazardous Moving Project for the FY 2005 project period. A total of 5,150 uniform traffic tickets were written with 4,947 of those tickets being written for hazardous moving violations. Hazardous moving violations accounted for 96% of all uniform traffic tickets issued during this project. Officers cited an average of 3.07 hazardous moving violations per hour worked. The goal for the Hazardous Moving Violations Project was a 4% overall reduction at the listed high crash locations. The overall average reduction for this project year was 12.5%; therefore, the stated goal was exceeded by 8.5%.

#### **FUNDING:**

402: \$76,275.00

#### **HS CONTACT:**

Randy Silvey P.O. Box 104808 1719 Southridge Jefferson City, MO 65110-4808 573-751-4161

### GRANT ENFORCEMENT ACTIVITIES FY'05 ANNUAL REPORT

Project Number:	05-PT-02-69	Agency Name: Kansas City Missouri Police Department
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## Enforcement Activity (Total of Summons & Warnings Issued)

	HMV	Speed	DWI	Youth	Occupant	Other Project
	Enforcement	Enforcement	Enforcement	Alcohol	Protection	
				Enforcement		(Please Describe)
DWI Arrests	0					
Following Too Close	0					
Stop Sign Violation	0					
Signal Light Violation	0					
Fail To Yield	0					
C&I Driving	0					
Speeding Violations	4881					
Other HMV Violations	66					
TOTAL HMV VIOLATIONS (Total of the above categories)	4947					
Seat Belt Violations	128					
Child Restraint Violations	1					
Other Non-HMV Violations	74					
TOTAL VIOLATIONS	5150					
Number of Traffic Stops	4947					
Number of Hours Worked	1610.5					

Total number of cra	shes for grant contr	act period (October 1	, 2004 – September	30, 2005)
Fatal65	Injury <u>4786</u>	Property Damage	16862	
Reporting Officer's	Name: Sqt. Jav Atki	nson	Date Submitted:	10-31-2005

## Annual Report 2005

PROJECT TITLE: PROJECT NUMBER:

Sobriety Checkpoint 05-PT-02-68

PROGRAM AREA: JURISDICTION SIZE:

Police Traffic Services 441,574

TYPE OF JURISDICTION: TARGETED POPULATION:

Urban Impaired Drivers / Multi-Offenders

AGENCY NAME: AGENCY CONTACT:

Kansas City Police Dept. Chief James Corwin

#### PROJECT DESCRIPTION:

The Kansas City Missouri Police Department will conduct Sobriety Checkpoints to arrest impaired drivers and to deter the general public from drinking and then driving thus reducing the number of alcohol-related crashes resulting in property damage, injury or deaths. These Sobriety Checkpoints will be held from October through September on Thursdays, Fridays, Saturdays, & Sundays from 11:00 p.m. to 4:00 a.m. Other sobriety checkpoints may be conducted during special events or holidays that may occur on days and times other than those specified for normal sobriety checkpoint events. Two officers will be utilized as mobile saturation officers surrounding the checkpoint location during the hours of the checkpoint to locate impaired drivers in the area that avoid the checkpoint. Informational flyers will be handed out to all non-impaired motorists who drive through the checkpoint. News releases will be made prior to and after each Sobriety Checkpoint.

Funds for this project may be utilized during any corridor enforcement project such as Operation HEAT or Click It Or Ticket. Also, funds may be utilized for any other special project sponsored by Operation Impact, the Jackson County Traffic Safety Task Force, or any other national or state mobilization effort conducted in conjunction with or at the direction of the Highway Safety Division.

#### PROBLEM IDENTIFICATION:

Kansas City has been identified as one of the highest ranking cities in Missouri for alcohol-related traffic fatalities and personal injury crashes for the past several years. In 2003 there were 406 alcohol-related crashes within the city. Of the 2,034 subjects arrested for DUI, 688 were multi-offenders and were charged at the state level. There are currently 722 outstanding warrants for DUI offenders issued by the four counties surrounding the Kansas City metropolitan area.

Ten streets and highways located within the city limits account for 32% of all alcohol-related motor vehicle crashes. These streets are 169 Hwy, Broadway, Main, Truman Road, Independence Avenue, Wornall, Ward Parkway, 71 Hwy, Troost, and Prospect. Additional data reveals most of the crashes occurred between the hours of 7:00 p.m. to 5:00 a.m. on Thursdays, Fridays, Saturdays and Sundays.

#### **GOALS AND OBJECTIVES:**

GOAL:

· Decrease crashes related to these offenses by 5 % over baseline data

#### **OBJECTIVES:**

- 1. Targeted Population (i.e., speeders, aggressive drivers, young drivers): Impaired Drivers / Multi- Offenders
- 2. Enforcement Location(s): 169 Hwy, Broadway, Main, Truman Road, Independence Avenue, Wornall, Ward Parkway, 71 Hwy, Troost and Prospect.
- 3. Number of Officers assigned to each enforcement period: 15 Officers (13 Line officers and 2 mobile)
- 4. Times of enforcement periods: 7:00 p.m. to 5:00 a.m.
- Duration of each enforcement period:
   Hours
- 6. Number of enforcement periods per month: Two (2) to Four (4)
- 7. Days of week selected for enforcement periods: Thursday through Sunday ( & some holidays)
- 8. Months (or special event) selected for enforcement periods: October 2004 through September 2005
- 9. Equipment, promotional, or supply items requested for this project: DWI Informational Handouts (provided at no cost by MoDOT)

#### **RESULTS:**

Twenty-four (24) Sobriety Checkpoints were conducted from October 2004 to September 2005. A total of 11,178 vehicles were stopped with a total of 201 DUI arrests being made. For this grant year there were a total of 80 alcohol-related crashes on the targeted roads compared to 131 alcohol-related crashes in the previous year. This shows a 39% decrease in alcohol-related crashes on the targeted roads in Kansas City, Missouri during this grant period.

#### **FUNDING:**

402: \$77,880.00

#### **HS CONTACT:**

Randy Silvey
P.O. Box 104808
1719 Southridge
Jefferson City, MO 65110-4808
573-751-4161

# SOBRIETY CHECKPOINT ACTIVITIES ANNUAL REPORT

Project Number: <u>05-PT-02-68</u> Fiscal Year: <u>2004-2005</u>

Agency Name: Kansas City Missouri Police Department

Hours of Checkpoint	115
Total Number of Sobriety Checkpoints	24
Total Number of Cars Stopped	13,346
Total Number of Times Video Camera Used	24
Total Number of Times Videotape Used in Court	0
Total Number of Times PBT Used	80
Total Number of Times PBT was the Only Probable Cause Test Used	0
Total Number of Man-Hours	2382.8
Total Number of Dollars Spent (Estimate)	\$85,145.57

ARREST TOTALS					
DWI	246				
Drugs	18				
License Violations	11				
Total BAC	232				
Total Refusals	41				
Total Seat Belt Violations	1710				
Total Child Restraint Violations	0				
Other - Traffic	199				

Age of Arrested DWI: 16-20 # 13 21-29 # 110 30-39 # 59 40-50 # 45 50+ # 17

Date Submitted: 10/31/05

Reporting Officer's Name: Sergeant Kim I. Hannan

## Annual Report 2005

PROJECT TITLE: PROJECT NUMBER:

DWI Enforcement 05-PT-02-67

PROGRAM AREA: JURISDICTION SIZE:

Police Traffic Services 441,574

TYPE OF JURISDICTION: TARGETED POPULATION:

Urban Impaired Drivers / Multi Offenders

AGENCY NAME: AGENCY CONTACT:

Kansas City Police Dept. Chief James Corwin

#### PROJECT DESCRIPTION:

The Kansas City, Missouri Police Department will continue to arrest the DUI multi-offender by conducting 10 DUI Saturation patrols, 10 Surveillance projects and 10 Warrant Sweeps. The Saturation patrols will take place along the identified streets on Thursdays, Fridays, Saturdays and Sundays between the hours of 7:00 p.m. and 5:00 a.m., October thru September. The Surveillance of the Multi-Offender will take place during the same days, times and months. The days, times and months of the Warrant Sweeps will fluctuate in an attempt to apprehend the multi-offender in locations that address officer safety issues. An attempt will be made to conduct the Saturation patrols in conjunction with DUI Checkpoints in order to assist in stopping vehicles that attempt to get around or away from the checkpoints.

Funds for this project may be utilized during any corridor enforcement project such as Operation H.E.A.T. or Click It Or Ticket. Also, funds may be utilized for any other special project sponsored by Operation Impact, the Jackson County Traffic Safety Task Force, or any other national or state mobilization effort conducted in conjunction with or at the direction of the Highway Safety Division.

#### PROBLEM IDENTIFICATION:

Kansas City has been identified as one of the highest ranking cities in Missouri for alcohol-related traffic fatalities and personal injury crashes for the past several years. In 2003 there were 406 alcohol-related crashes within the city. Of the 2,034 subjects arrested for DUI, 688 were multi-offenders and were charged at the state level. There are currently 722 outstanding warrants for DUI offenders issued by the four counties surrounding the Kansas City metropolitan area.

Ten streets/highways located within the city limits account for 32% of all alcohol-related motor vehicle crashes. These streets are 169 Hwy, Broadway, Main, Truman Road, Independence Avenue, Wornall, Ward Parkway, 71 Hwy, Troost and Prospect. Additional data reveals most of the crashes occurred between the hours of 7:00 p.m. to 5:00 a.m. on Thursdays, Fridays, Saturdays and Sundays.

#### **GOALS AND OBJECTIVES:**

**GOALS:** 

Decrease crashes related to these offenses by 5 % over baseline data

#### **OBJECTIVES:**

- 1. Targeted Population (i.e., speeders, aggressive drivers, young drivers): Impaired Drivers / Multi- Offenders
- 2. Enforcement Location(s):

169 Hwy, Broadway, Main, Truman Road, Independence Avenue, Wornall, Ward Parkway, 71 Hwy, Troost, and Prospect.

3. Number of Officers assigned to each enforcement period:

7 Officers

4. Times of enforcement periods:

Saturation Patrols: 7:00 p.m. to 5:00 a.m.

Warrant Sweeps: Various times in 5 hour blocks

Surveillance: 7:00 p.m. to 5:00 a.m.

5. Duration of each enforcement period:

Saturation Patrols: 6 Hours Warrant Sweeps: 5 Hours Surveillance: 5 Hours

6. Number of enforcement periods per month:

Two (2) to Four (4)

7. Days of week selected for enforcement periods:

Thursday through Sunday

8. Months (or special event) selected for enforcement periods: October 2004 through September 2005

9. Equipment, promotional, or supply items requested for this project:

N/A

#### **RESULTS:**

This project provided overtime funding to enforce driving under the influence violations occurring in high accident locations within Kansas City, Missouri. Nine (9) streets located within the city limits of Kansas City, Missouri were targeted due to the high number of alcohol related crashes at those locations. The project also targeted habitual DUI offenders using surveillance techniques.

The goal of this project was to decrease alcohol-related crashes at the identified nine locations by 5%. For this project year there were a total of 80 alcohol-related crashes at the targeted locations compared to 131 alcohol-related crashes at the same targeted locations in the previous year. This is a 39% decrease.

During the grant cycle there were eleven (11) DUI Wolfpacks conducted, eleven (11) DUI Surveillances conducted, and ten (10) DUI Warrant Sweeps conducted. The results of these efforts are listed below:

35 Driving Under the Influence arrests (43 arrests for prior year)

78 Hazardous Moving Violation citations were issued (58 citations for prior year)

461 Traffic Stops were conducted (491 stops for prior year)

223 Residence Checks for DUI Warrants were conducted resulting in 20 State Arrests

\*(106 Residence Checks for prior year resulting in 10 State Arrests)

On April 3, 2005 a joint DUI Warrant Sweep was conducted due to the large number of outstanding DUI warrants. This joint sweep included members of the Kansas City, Missouri Police Department's Traffic Investigation Unit, the Kansas City, Missouri Police Department's Fugitive Apprehension Unit, the Jackson County Sheriff's Department, and the Missouri Attorney General's Office. The Missouri Attorney General's Office was provided a list of approximately 8,000 outstanding DUI warrants. They in turn mailed out letters inviting many of the individuals with warrants to respond to a designated location under the presumption of receiving a cash settlement. As a result of this sweep 63 Felony Warrant arrests and 78 City Warrant arrests were made for a total of 141 warrants being served.

#### **FUNDING:**

402: \$43,680.00

#### **HS CONTACT:**

Randy Silvey P.O. Box 104808 1719 Southridge Jefferson City, MO 65110-4808 573-751-4161

### GRANT ENFORCEMENT ACTIVITIES FY'05 ANNUAL REPORT

Project Number: 05-PT-02-67

Agency Name: Kansas City Missouri Police Department

## Enforcement Activity (Total of Summons & Warnings Issued)

	HMV Enforcement	Speed Enforcement	DWI Enforcement	Youth Alcohol Enforcement	Occupant Protection	Other Project DWI Enforcement (Please Describe)
DWI Arrests	100	7				35
Following Too Close						(77) 171
Stop Sign Violation						
Signal Light Violation						
Fail To Yield						
C&I Driving						
Speeding Violations						71
Other HMV Violations						87
TOTAL HMV VIOLATIONS (Total of the above categories)						220
Seat Belt Violations						34
Child Restraint Violations					Maria Maria	0
Other Non-HMV Violations						60
TOTAL VIOLATIONS						94
Number of Traffic Stops						461
Number of Hours Worked						1075.5

Total number of	crashes for grant cor	ntract period (October	1, 2004 – Septembe	er 30, 2005)	
Fatal 65	Injury 4786	Property Damage_	16862		
Reporting Office	er's Name: Sgt. Randa	II Day	Date Submitted:	10-31-2005	_

## Annual Report 2005

PROJECT TITLE: PROJECT NUMBER:

Hazardous Moving Viol 05-PT-02-60

PROGRAM AREA: JURISDICTION SIZE:

Police Traffic Services 34,991

TYPE OF JURISDICTION: TARGETED POPULATION:

Rural All drivers

AGENCY NAME: AGENCY CONTACT:

Jefferson City Police Dept. Chief Roger Schroeder

#### PROJECT DESCRIPTION:

The Jefferson City Police Department has made great strides in addressing traffic problems within the City of Jefferson. The City established a dedicated traffic unit staffed by seven police officers, and this unit has been actively involved with enforcement, public education, presentations, and accident investigation. While the number of officers has increased to assist in this effort, the overtime budget for the department has not. The overtime budget reflected \$109,000 expended the year before, compared to a \$90,000 allocation, a 17% difference overall in the 'actual' versus budgeted amounts. Both traffic officers and patrol officers qualified in radar operation will be scheduled to work overtime for this grant. Therefore, in order to enhance our traffic enforcement efforts and to allow for the staffing that this requires, the Department requests additional funding for overtime and equipment from the Office of Highway Safety.

The data received from the Statistical Analysis Center shown on the front pages of this application covers a 3-year period. However, in order to better address the goals set forth in this application, an analysis of the previous full year data from 2003 will be presented to serve as baseline statistics for evaluation/outcome.

For the year 2003, there were a total of 1,673 accidents within the City of Jefferson. Of those accidents, 585 persons were injured, 4 fatally. During that same year, a total of 11,322 summonses were issued and 217 DWI arrests were made. It is the goal of this project to decrease the number of accidents that occur within the city limits, both in high-accident areas and other areas where known violations frequently occur, by a total of 5%. This equates to a drop of 83 accidents in a 1-year period. It is also the goal to increase the number of citations/arrests from 11,322 to 12,114, an increase in 7%. It is our firm belief that proactive enforcement of traffic laws will result in a decrease of accidents and the number of complaints received in those locations.

#### **Budget Justification:**

The City of Jefferson understands the guidelines set forth by the Office of Highway Safety regarding supplanting of funds and will comply with all rules and regulations concerning supplanting.

The Traffic Unit of the Jefferson City Police Department officially began operation on February

10, 2003, and it was in the City of Jefferson '02-'03 fiscal year that the appropriation for this unit passed. The additional \$346,334 for the unit included personnel, vehicles and other equipment costs, and was budgeted over and above the previous year's budget for police services. As stated previously, the overtime budget for the city has not increased, but the availability and need to utilize overtime funds, particularly for traffic enforcement efforts, has greatly increased. The overtime funds would be used to set up enforcement projects at various times, and officers would sign up for these details as they became available. Approximately one-half of the details posted would take place during daylight/high traffic hours, and would focus on speed and red light enforcement. The other half of the details would focus on evening/weekend hours, with an emphasis on DWI enforcement and other hazardous moving violations. Naturally, both details would also address safety belt and child restraint usage in the course of regular duty. As of this writing, for fiscal year '03-'04, the Department has just under \$22,000 remaining in the overtime budget (out of \$90,000). The city fiscal year runs from November 1 to October 31, and with just under half of the fiscal year left, the Department has only 24% of the overtime budget remaining. Much of the overtime has been paid for traffic enforcement efforts, and these efforts have been effective in increasing public awareness of traffic laws and obtaining compliance with those laws. Please note that the overtime expended does not reflect any grant money received from the Office of Highway Safety for the current year's grant

#### PROBLEM IDENTIFICATION:

Jefferson City, Missouri has a population of approximately 41,000 and is the state capitol of Missouri. Jefferson City lies in the center of the state, and is intersected by US Highways 50, 54, and 63. Recently, Jefferson City annexed additional property which increased the service area from 28.5 square miles to 34.4 square miles. The daytime population increases dramatically due to the number of persons commuting to work at various state office buildings within the city limits and the city's status as a commercial shopping center.

The Jefferson City Police Department formed a new Traffic Unit, to be placed within the Operations Division of the Department, in 2003. This Traffic Unit officially began operation on February 10, 2003 with the goal of achieving better compliance with traffic laws both through public education and enforcement efforts. This unit, composed of a field sergeant and 6 officers, was tasked with isolating problem traffic areas within the city limits and finding a way to reduce the number of accidents in those locations.

The City of Jefferson is located within Cole County, and serves as its county seat. According to the Missouri State Highway Patrol, from 2001 through 2003 there were 6,694 traffic crashes within Cole County, and 5,249 of those were in the city limits of Jefferson City. Of the 1,691 personal injury or fatal crashes in Cole County, 1,180 occurred in Jefferson City. Overall, Jefferson City ranks 13th in the state for traffic crashes during this time period, above O'Fallon, Chesterfield, Florissant, and Blue Springs. Statistically, Jefferson City ranks 12th in the state for total personal injury and fatal crashes, 19th in speed-related crashes, 15th in alcohol-related crashes, and 14th for 'under 21' drinking drivers crashes.

For this reporting period, there have been a total of 10 fatal accidents (11 killed), and 1,717 persons have been injured as the result of traffic crashes in the City of Jefferson. Of all the accidents that occurred during this three-year period, almost 71% of those accidents occurred on city streets and 24% occurred on Highways 50 and 54. According to the data, the greatest number of crashes occur in the months of December, October and March, and Fridays and Wednesdays are the most dangerous days to drive during the week. Over 38% of all crashes occur between 2 and 6 p.m. Of the 1,180 crashes that resulted in personal injury or a fatality, 85% of the drivers were



found to be inattentive, 37% failed to yield, and almost 33% were drinking.

#### **GOALS AND OBJECTIVES:**

Increase arrests related to these offenses by 7% over baseline data

Decrease crashes related to these offenses by 5% over baseline data

#### **RESULTS:**

Arrests increased from 12,378 in 2004 to 13,650 in 2005, an increase of 10.27%.

Crashes decreased from 1646 in 2004 to 1637 in 2005, a decrease of .54%

Fatality crashes decreased from 5 in 2004 to 2 in 2005.

#### **FUNDING:**

402:\$20,800.00

#### **HS CONTACT:**

Mike Breckle P.O. Box 104808 1719 Southridge Jefferson City, MO 65110-4808 573-751-4161

## Annual Report 2005

PROJECT TITLE:

**PROJECT NUMBER:** 

Hazardous Moving Viol

05-PT-02-54

PROGRAM AREA:

**JURISDICTION SIZE:** 

Police Traffic Services

116,832

TYPE OF JURISDICTION:

TARGETED POPULATION:

Urban

speeders, hazardous moving violators

AGENCY NAME:

**AGENCY CONTACT:** 

Independence Police Dept.

Chief Fred Mills

#### PROJECT DESCRIPTION:

Officers assigned to this project who are trained in speed measuring devices will be assigned to specific high crash locations. Officers will target hazardous moving violations such as speeding, following too close, improper lane use and failure to yield the right of way. Officers will be required to monitor traffic and make contact with all observed traffic violators. Enforcement in the form of traffic tickets will be required for any violations found. There will also be a zero tolerance for seat belt violations and child restraint violations.

Weekly saturations by groups of officers will be utilized in addition to the daily enforcement of this grant from Traffic Enforcement Officers. These saturations will be staffed by Patrol Division Officers, who will be working in teams during six one week long periods along three major roadways, Noland Road, M291 and M78 Highways. This project was utilized during the last grant year along these roadways for six months which significantly reduced the overall city wide crash rate by 10%.

#### PROBLEM IDENTIFICATION:

During this summary period Independence experienced 3,248 crashes of which 872 were injury crashes and 12 were fatality crashes. Motorists are accustomed to driving at least five to ten miles over the speed limit in almost every driving condition. Many are driving ten to twenty miles over the speed limit. This coupled with following too close on a regular basis results in traffic crashes and injuries. Rear end collisions accounted for 42 % of the crashes which is attributed to following too close and speeding, while 40 % were vehicles striking at right angles caused by violating red signals and failing to yield the right of way.

Independence continues to experience rapid growth of retail businesses around an already existing major shopping center bordered by an interstate highway, a major state route and a primary city street. This has greatly increased the traffic flow into the area resulting in an increased amount of traffic congestion and traffic crashes.

Independence also has a large shopping district stretching four miles through the center of the city along Noland Road. Noland Road is consistently a high accident location.

#### **GOALS AND OBJECTIVES:**

GOALS:

Increase arrests related to these offenses by 10% over baseline data Decrease crashes related to these offenses by 5% over baseline data Increase seat belt use rate from current rate of 65% to 70%

#### **OBJECTIVES:**

- 1. Targeted Population (i.e., speeders, aggressive drivers, young drivers): speeders, hazardous moving violators, unrestrained drivers and passengers
- 2. Enforcement Location(s): I-70, M291, M78, Noland Road
- Number of Officers assigned to each enforcement period: Varies
- 4. Times of enforcement periods: Varies
- 5. Duration of each enforcement period: Varies
- 6. Number of enforcement periods per month: Varies
- 7. Days of week selected for enforcement periods: All
- 8. Months (or special event) selected for enforcement periods: All
- Equipment, promotional, or supply items requested for this project: None

#### **RESULTS:**

1,719.5 overtime hours of enforcement were conducted at high crash locations. Noland Road, 23rd Street and M291 Highway are the roadways with the highest number of crashes. Enforcement waves targeting these roadways were conducted during February, March, April, May, June, July, and August.

1,990 HMV tickets were issued during this time period. 595 tickets for seat belt violations were also issued.

Traffic crashes citywide increased from the previous grant year from 3,320 to 3,359. This is an increase of 39 or 1% from the previous year. However, injury crashes were reduced from 1,132 the previous grant year to 976 this grant year. This is a reduction of 156, or 14%. Fatal crashes were reduced from 15 the previous year to 11 this year. This is a reduction of 4, or 27%.

#### **FUNDING:**

402: \$56,000.00

#### **HS CONTACT:**

Randy Silvey
P.O. Box 104808
1719 Southridge
Jefferson City, MO 65110-4808
573-751-4161

## 2004/2005 MoDOT Highway Safety Grant Enforcement Activities Annual Report

Independence, Missouri Police Department 10/01/04 to 09/30/05

	Entire Police Department	Hazardous Moving Violation	Youth Alcohol Enforcement	DWI Wolf Pack	Red Light Running/Aggressive Driving
DWI Arrests	674	16	19	147	3
Following too close	616	27	4	6	8
Stop Sign	390	29	1	23	39
Signal Light Violations	1,157	314	23	44	251
Fail to Yield	544	7	2	4	4
C & I Driving	889	17	13	33	8
Speeding	7,240	1,487	64	400	286
Other HMV Violations	1,574	93	60	149	66
Total HMV Violations	12,335	1,990	186	806	665
Seat Belt Violations	3,560	595	28	121	185
Child Restraint Violations	97	21	1	4	11
Other Non HMV	13,199	646	243	512	470
Number of Hours Worked		1,719.5	342	1,633.25	721.5

Crash Data:

3,359 total crashes from 10/01/04 to 09/30/05

11 Fatal

976 Injury

2,372 Property Damage

**Date:** <u>10/18/05</u>

**Project Numbers:** 

HMV 05-PT-02-54

Red Lt/Aggressive Driving 05-PT-02-55

DWI Wolf Pack 05-PT-02-53

Youth Alcohol 05-164-AL-9

Reporting Officer: Sgt John Passiglia/631

## Annual Report 2005

PROJECT TITLE: PROJECT NUMBER:

DWI Enforcement 05-PT-02-53

PROGRAM AREA: JURISDICTION SIZE:

Police Traffic Services 116,832

TYPE OF JURISDICTION: TARGETED POPULATION:

Urban Drunk Drivers

AGENCY NAME: AGENCY CONTACT:

Independence Police Dept. Chief Fred Mills

#### PROJECT DESCRIPTION:

Three officers and one supervisor will be assigned to each project to areas where habitual DWI arrests have been made and where alcohol-related crashes have occurred. This operation will be scheduled year round especially targeting holidays when the occurrence of alcohol-related crashes increases.

#### PROBLEM IDENTIFICATION:

During this summary period Independence experienced 3,248 crashes of which 872 were injury crashes and 12 were fatality crashes. 252 of these crashes were alcohol-related. Independence has numerous areas where habitual alcohol driving offenders can be found. For example, major sporting events occur in close proximity at Arrowhead and Kauffman Stadiums. Intoxicated drivers leaving the events are prevalent. Numerous taverns and drinking establishments are lined along major roads including 40 Highway, 24 Highway, Truman Road, M78 Highway, Noland Road and 39th Street. Almost every major street in Independence can be considered a target rich environment for DWI arrests.

#### **GOALS AND OBJECTIVES:**

#### GOALS:

Increase arrests related to these offenses by 10% over baseline data Decrease crashes related to these offenses by 5% over baseline data Increase seat belt use rate from current rate of 65% to 70%

#### **OBJECTIVES:**

- 1. Targeted Population (i.e., speeders, aggressive drivers, young drivers): Impaired drivers
- 2. Enforcement Location(s): citywide
- 3. Number of Officers assigned to each enforcement period:

- 4. Times of enforcement periods: 10:00 PM to 3:00 AM
- 5. Duration of each enforcement period: 5 hours
- 6. Number of enforcement periods per month:
- 7. Days of week selected for enforcement periods: Fridays, Saturdays, Holidays
- 8. Months (or special event) selected for enforcement periods: All
- 9. Equipment, promotional, or supply items requested for this project: None

#### **RESULTS:**

1,633.25 overtime hours of enforcement were conducted throughout the city on Friday and Saturday nights from 10:00 PM to 3:00 PM.

147 arrests for DWI were made. Additionally another 806 HMV tickets were issued along with 121 seat belt violation tickets.

Alcohol and drug involved crashes decreased from the previous grant year from 271 to 213. This is a decrease of 58, or 21%.

#### **FUNDING:**

402:\$61,440.00

#### **HS CONTACT:**

Randy Silvey
P.O. Box 104808
1719 Southridge
Jefferson City, MO 65110-4808
573-751-4161

## 2004/2005 MoDOT Highway Safety Grant Enforcement Activities Annual Report

Independence, Missouri Police Department 10/01/04 to 09/30/05

	Entire Police Department	Hazardous Moving Violation	Youth Alcohol Enforcement	DWI Wolf Pack	Red Light Running/Aggressive Driving
DWI Arrests	674	16	19	147	3
Following too close	616	27	4	6	8
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Fail to Yield	544	7	2	4	4
C & I Driving	889	17	13	33	8
Speeding	7,240	1,487	64	400	286
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Child Restraint Violations	97	21	1	4	11
Other Non HMV	13,199	646	243	512	470
Number of Hours Worked		1,719.5	342	1,633.25	721.5

Crash Data:

3,359 total crashes from 10/01/04 to 09/30/05

11 Fatal 976 Injury

**Project Numbers:** 

HMV 05-PT-02-54 Red Lt/Aggressive Driving 05-PT-02-55

2,372 Property Damage

DWI Wolf Pack 05-PT-02-53 Youth Alcohol 05-164-AL-9

Reporting Officer: Sgt John Passiglia/631 Date: 10/18/05

## Annual Report 2005

PROJECT TITLE:

PROJECT NUMBER:

Hazardous Moving Viol

05-PT-02-48

PROGRAM AREA:

**JURISDICTION SIZE:** 

Police Traffic Services

17,728

TYPE OF JURISDICTION:

TARGETED POPULATION:

Rural

All drivers

AGENCY NAME: Hannibal Police Dept.

**AGENCY CONTACT:** 

Chief Joey Runyon

#### PROJECT DESCRIPTION:

Overtime officers will be assigned to specific roadways to conduct radar and hazardous moving enforcement. One or two officers will be assigned to each 4 hour enforcement period. The number of officers working each block of enforcement will depend on the amount of traffic congestion and the accessibility of officers being able to make safe traffic stops.

Enforcement periods will be conducted in four (4) hour blocks from 10:00 a.m. -2:00 p.m. and from 2:00 p.m. - 6:00 p.m. These times may vary by one hour to coincide with the officers regular scheduled shift.

In the event 2 officers both work one (1) 4 hour enforcement period, one officers will spot violations and the other conduct the traffic stop.

#### PROBLEM IDENTIFICATION:

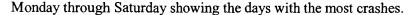
Hannibal is located 90 miles north of St. Louis, Mo. on U.S. 61 and is the largest city in northeast Missouri. Highway 61 is used by thousands of tourist each year as they pass through or visit Hanibal.

Over the past 3 years 20.7% of crashes within the city occurred on the segment of U.S. 61that runs through Hannibal. I 72 also passes through Hannibal and intersects with U.S. 61.

There are 6 lighted intersections on the segment of U.S. 61 that passes through our city and a seventh lighted traffic signal to be installed on the south end of town that will intersect with Warren Barrett Dr. and U.S. 61. Warren Barrett Dr. is a roadway used by many industrial manufacturers. This signal will be placed just inside the city limits where the speed limit reduces rapidly from 65 m.p.h. to 45 m.p.h. The Hannibal Police Department and MoDOT, District 3, have been working together to make this transition as safe as possible. Extra traffic enforcement in this area will be needed during and after the construction of the new signal lights.

Speed related crashes have increased 20%, with failure to yield and follow too close being the highest other contributing factors. The majority of crashes occur at or near the intersections of U.S. 61. between the hours of 10:00 a.m. and 6:00 p.m.

High crash months are October, November, December, January, May and August with the days



#### **GOALS AND OBJECTIVES:**

Increase arrests related to these offenses by 2% over baseline data

Decrease crashes related to these offenses by 5% over baseline data

#### **RESULTS:**

The Hannibal Police Department was able to exceed the goal set for reducing traffic crashes on U.S. 61. The goal was to reduce traffic crashes on U.S. 61 by 5%. Traffic crashes were reduced by 10% during this year's grant period. The area target for the grant period 2004-2005 was U.S. 61 from Red Devil Road South to Rt. 168 North.

A total of 698 traffic stops were conducted resulting in 792 warnings or citations given for hazardous moving violations and other violations. This is an increase of 6% over last year's statistics.

#### **FUNDING:**

402: \$9,200.00

#### **HS CONTACT:**

Mike Breckle P.O. Box 104808 1719 Southridge Jefferson City, MO 65110-4808 573-751-4161

### GRANT ENFORCEMENT ACTIVITIES FY'05 ANNUAL REPORT

Project Number: 05-PT-02-48 Agency Name: Hannibal Police Department

**Enforcement Activity** 

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		otal of Summor			So fote		
	HMV Enforcement	Speed Enforcement	DWI Enforcement	Youth Alcohol Enforcement	Occupant Protection	Other Project (Please Describe)	
DWI Arrests	1						
Following Too Close	21						
Stop Sign Violation	19						
Signal Light Violation	30						
Fail To Yield	12						
C&I Driving	4						
Speeding Violations	482						
Other HMV Violations	121						
TOTAL HMV VIOLATIONS (Total of the above categories)	698						
Seat Belt Violations	36						
Child Restraint Violations	2						
Other Non-HMV Violations	56						
TOTAL VIOLATIONS	792						
Number of Traffic Stops	698						
Number of Hours Worked	350.25						

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Property Damage 103

Reporting Officer's Name:

\_\_\_ Date Submitted: 10 /25 / 2005

## Annual Report 2005

PROJECT TITLE: PROJECT NUMBER:

hazardous moving viol 05-PT-02-41

PROGRAM AREA: JURISDICTION SIZE:

Police Traffic Services 5,944

TYPE OF JURISDICTION: TARGETED POPULATION:

Rural All driver

AGENCY NAME: AGENCY CONTACT:

DeSoto Police Dept. Chief Brian Werner

#### PROJECT DESCRIPTION:

Overtime officers (1-2) will be assigned to roadways identified and will conduct radar enforcement and hazardous moving enforcement. The enforcement periods will be from 2 p.m. to 8 p.m. during the days listed.

There is a need to replace aging radar units currently in service since 1994. A more accurate detection of hazardous moving vehicles would be possible with updated, more dependable radar units.

Due to budget restraints, increased maintenance costs, and decreased sales tax revenue, the City of DeSoto is unable to provide the police department with new radar equipment.

#### PROBLEM IDENTIFICATION:

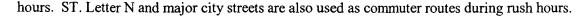
The City of DeSoto is located 37 miles SW of St. Louis, Missouri. The City of DeSoto is in Jefferson County which ranked 6th in Missouri fatal and personal injury crashes in a period from 2001-2003. DeSoto has a population of approximately 6,375 residents.

In 2001, this agency worked approximately 13,000 calls. In 2002, approximately 12025 calls were answered. Due to the increase in the number of calls for service over the last several years and the limited manpower for traffic enforcement, a lower rate of HMV and speed enforcement has occurred.

Based upon statistical analysis information provided by the Missouri State Highway Patrol for the fiscal years of 2001-2003, Jefferson County is ranked 7th in total Missouri Traffic Crashes. The City of DeSoto ranks 83.5% in alcohol involved crashes. Within Jefferson County, the city ranks 4th in alcohol involved crashes and ranks 3rd in underage drinking drivers involved in crashes.

The City of DeSoto reported a total of 660 crashes for FY 2001-2003. Inattention contributed to 72.1% of all crashes with majority of crashes occurring between 12 p.m. and 8p.m. on Monday, Tuesday, Friday and Saturday. The other top contributing circumstances for all crashes were failed to yield, improper lane usage/change, drinking and speeding.

Two major highways MO 21 and MO 110 are utilized daily as commuter routes during rush



The high crash locations in the City of DeSoto for 2001-2003 were the following:

1. City Streets (377) 57.1%

2. MO 21 (147) 22.3%

3. ST. Let N (44) 6.7%

Traffic crash data for the calendar years of 2001-2003 was analyzed to determine high crash locations for the city.

#### **GOALS AND OBJECTIVES:**

Increase arrests related to these offenses by 10% over baseline data

Decrease crashes related to these offenses by 10% over baseline data

Increase seat belt use rate from current rate of 55% to 65%

#### **RESULTS:**

Arrests increased 37% over baseline data (219 arrests - 2004, 301 arrests - 2005).

Traffic crashes decreased by 8% (56 property and injury crashes - 2004, 45 property and injury crashes - 2005).

Seat belt usage rate increased from 55% to 75% based on pre and post belt surveys, a 20% increase.

#### **FUNDING:**

402:\$6,000.00

#### **HS CONTACT:**

Mike Breckle P.O. Box 104808 1719 Southridge Jefferson City, MO 65110-4808 573-751-4161

## Annual Report 2005

**PROJECT TITLE:** 

High School Safety Belt Survey

**PROGRAM AREA:** 

Police Traffic Services

TYPE OF JURISDICTION:

Statewide

**AGENCY NAME:** 

Missouri Safety Center

PROJECT NUMBER:

05-PT-02-35

**JURISDICTION SIZE:** 

5,000,000

**TARGETED POPULATION:** 

Young Drivers

**AGENCY CONTACT:** 

Mr. Glenn Carriker

#### PROJECT DESCRIPTION:

The Missouri High School Safety Belt Survey sampling plan incorporates 150 high school locations and includes two instruments, one focused on the vehicle and the driver and the other targets front seat outboard passengers and other occupants in the vehicle. The Safety Center also developed survey methodology which allows designated surveyors to collect needed data for development of a total usage numbers.

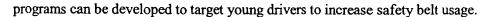
The High School Safety Belt Survey will utilize the following guiding principles for the sampling plan used in this study:

- The individual public high school would be the basic sample unit at which safety belt usage observations would be made.
- The safety belt usage rate of high school students would be computed for each of the ten MoDOT districts.
- The number of schools selected from each MoDOT district would be in proportion to the number of schools that district has in comparison to the state total of 496 public high schools.
- · The high schools within each district would be selected in their descending order of student enrollment to maximize the number of high school students from each MoDOT district.
- · Funds available for this study would allow for observations to be made at a total of 150 high schools.

#### PROBLEM IDENTIFICATION:

In 2003, the Missouri Safety Center and Missouri Department of Transportation (MoDOT), Highway Safety Division began work on a statewide teen safety belt survey. The first observational survey was completed in spring of 2004. The baseline survey results show a dramatic decrease in teen driver safety belt usage (53.6%) in comparison to Missouri's statewide safety belt usage rate of 76% and the National average safety belt usage rate of 79%. Within the ten MoDOT districts, total teen safety belt usage rates ranged from a low of 37.5% to a high of 66.3%. This is alarming since Missouri's GDL law requires primary safety belt use for this age group.

This survey provides baseline data for the state to determine the safety belt usage rate of young drivers and passengers. With this data, the Highway Safety Division can track usage rates and



#### **GOALS AND OBJECTIVES:**

#### Goal:

To conduct a Missouri High School Safety Belt Survey to measure teen safety belt usage rates statewide and in each MoDOT District.

#### Objectives:

- 1. Work with a data consultant at CMSU and the Highway Safety Division to develop a sampling plan for data collection;
- 2. Design methodology to obtain data needed to complete the study;
- 3. Locate and train observer surveyors to skillfully collect the data needed;
- 4. Conduct survey in Spring, 2005;
- 5. Utilize the Institutional Research Center to run the data and conduct analysis to determine statewide teen safety belt usage rate and district rates, and
- 6. Submit a final report will be completed by September 1, 2005.

#### **RESULTS:**

The Missouri Safety Center conducted the High School safety belt usage survey for the Highway Safety Division April 4-22, 2005. This survey targeted only high school aged drivers and was designed based upon professional observations at high schools randomly chosen throughout the MoDOT Districts. A total of 25,700 observations were made at 150 schools through the state. The results of the study found a statewide usage rate of 56.4% for all teenage drivers and teenage front seat outboard passengers which was a 2.9% increase from 2004 (53.4%). Female drivers were more frequently using safety belts (female drivers 61.9% vs. male drivers at 51.5%). There was a difference in usage rates based upon MoDOT Districts. Districts 4 & 6 showed the highest usage at 71% and 65% respectively. Districts 9 and 10 had the lowest rates at 43% and 44%. Nine of the ten districts showed an increase in their usage rates with one district remaining at 65%. The data results and final report were completed in July 2005.

#### **FUNDING:**

402: \$55,000.00

#### **HS CONTACT:**

Tempe Humphrey P.O. Box 104808 1719 Southridge Jefferson City, MO 65110-4808 573-751-4161

## Annual Report 2005

PROJECT TITLE:

PROJECT NUMBER:

Occupant Protection

05-PT-02-34

**PROGRAM AREA:** 

**JURISDICTION SIZE:** 

Police Traffic Services

5,000,000

TYPE OF JURISDICTION:

TARGETED POPULATION:

Statewide

Drivers on Missouri Roadways

AGENCY NAME:

AGENCY CONTACT:

Mr. Glenn Carriker

#### PROJECT DESCRIPTION:

CMSU Missouri Safety Center

The Missouri Safety Center will conduct the statewide usage observational survey in June of 2005 to determine the overall usage rate of motorists on Missouri roadways. Data will continue to be collected by vehicle type, roadway type, sex of driver and observed front seat passenger usage as well. The Center will continue to use a highly trained team of observers and monitors, to collect these observational data and report these data via collection forms to the Center. Data analysis will be made and a detailed report will be submitted back to the Highway Safety Division - MoDOT. To complete the requested evaluation phase of the statewide survey the Missouri Safety Center is recommending that the follow-up spot evaluations be completed during the STEP waves. This will allow for comparison data to be used to evaluate effectiveness

#### Goals:

- 1. Using current and potentially newly trained observers and monitors, an observational survey will be conducted during a specified time in June.
- 2. Based upon the data collected, analysis will be made and a comprehensive report generated for reporting results back to Highway Safety Division-MODOT.
- 3. Using trained observers, special spot surveys will be conducted during the STEP program period to obtain Pre, Peak, and Post observational data.

#### Objectives:

- 1. Work with the current team of surveyors and monitors, as well as, any additional personnel needed, to insure accuracy in the methodology of collection and the subsquent reporting of the data back to the Missouri Safety Center. Insure that every effort is made to hold quality controls to the highest levels.
- 2. Conduct and report results of the spot surveys.
- 3. Working with the Institutional Research Center at Central Missouri State University, collected data will be analyzed and specific reports generated to meet the reporting needs of Highway Safety Division of MODOT.

#### PROBLEM IDENTIFICATION:

The National Highway Traffic Safety Administration requires that Missouri collects specific seat belt usage data on a yearly basis to determine what percentage of the motoring public is currently wearing seat belts. This information is then foundation data for enforcement and education programming in the state. The full statewide survey results in some 98,000 observations in 460 specially selected locations in 20 counties in the state. These 20 survey counties represent 85% of the states' populaton and represent both urban and rural populations in the State of Missouri. The need exists for the state to monitor the usage rates by roadway type, vehicle type, and gender to provide guidance for development of special programs and projects that may effect seat belt usage in these areas. The usage rate for the state may also determine funding levels for the state in highway safety monies. Current usage rate for 2004 was 75.88% and Missouri is currently a secondary enforcement state.

#### **GOALS AND OBJECTIVES:**

The Missouri Safety Center will conduct the statewide usage observational survey in June of 2005 to determine the overall usage rate of motorists on Missouri roadways. Data will continue to be collected by vehicle type, roadway type, sex of driver and observed front seat passenger usage as well. The Center will continue to use a highly trained team of observers and monitors, to collect these observational data and report these data via collection forms to the Center. Data analysis will be made and a detailed report will be submitted back to the Highway Safety Division - MODOT. To complete the requested evaluation phase of the statewide survey the Missouri Safety Center is recommending that the follow-up spot evaluations be completed during the STEP waves. This will allow for comparison data to be used to evaluate effectiveness.

#### Goals:

- 1. Using current and potentially newly trained observers and monitors, an observational survey will be conducted during a specified time in June.
- 2. Based on the data collected, analysis will be made and a comprehensive report generated for reporting results back to Highway Safety Division- MODOT.
- 3. Using trained observers, special spot surveys will be conducted during the STEP program period to obtain Pre, Peak, and Post observational data.

#### Objectives:

- 1. Work with the current team of surveyors and monitors, as well as, any additional personnel needed, to insure accuracy in the methodology of collection and the subsquent reporting of the data back to the Missouri Safety Center. Insure that every effort is made to hold quality controls to the highest levels.
- 2. Conduct and report results of the spot surveys.
- 3. Working with the Institutional Research Center at Central Missouri State University, collected data will be analyzed and specific reports generated to meet the reporting needs of Highway Safety Division of MODOT.

#### **RESULTS:**

The goal was to determine the statewide seat belt usage rate of Missouri by conducting observational surveys at 460 determined locations statewide. The survey was based on the same NHTSA approved methodology used since 1988. The 2005 survey showed a new usage rate of 77.41% which is again a slight increase from the 2004 survey of 75.88%. The Survey was conducted by 57 trained observers, monitored by 9 field monitors who completed monitoring of 33.3% of the 460 survey locations. Data was collected by county, by type of vehicle, by day of week, type of road and time of day. A total of 105,233 observations were made during the 2005 survey.

#### **FUNDING:**

402: \$100,000.00

#### **HS CONTACT:**

Bill Whitfield P.O. Box 104808 1719 Southridge Jefferson City, MO 65110-4808 573-751-4161

## Annual Report 2005

PROJECT TITLE: PROJECT NUMBER:

Occupant Protection 05-PT-02-32

PROGRAM AREA: JURISDICTION SIZE:

Police Traffic Services 5,000,000

TYPE OF JURISDICTION: TARGETED POPULATION:

Statewide Children in Car Seats in Survey Counties

AGENCY NAME: AGENCY CONTACT:

CMSU Missouri Safety Center Mr. Glenn Carriker

#### PROJECT DESCRIPTION:

CMSU will conduct a Child Safety Seat Survey to determine the state's usage rate. Selected counties and locations will remain the same as data collected in the last two years, with six urban locations and six rural locations in the identified counties. Collection time frames will remain the same and the vehicles that qualify for observation will be the same as vehicles where data are collected on the seat belt survey. All efforts will be made to maintain data collectors from the past studies to ensure consistancy.

#### PROBLEM IDENTIFICATION:

Since this is a foundational program that gathers data that is translated into education and enforcement programs, the continuation of the data collection is critical to the on-going success of these efforts. Since Missouri has a primary law requiring the use of child safety seats for children under the age of four, enforcement remains a potential method of gaining compliance.

#### **GOALS AND OBJECTIVES:**

To conduct on-going study to determine 2005 usage rate of child safety seats in the targeted counties.

#### **RESULTS:**

The Missouri Safety Center conducted an observational survey between March 20 and June 4, 2005, in 18 pre-selected counties and at 21 locations. The surveys were conducted in the entrance to Wal-Mart Super Centers. Surveys were conducted on Friday, Saturday or Sunday from 9:00 a.m. to 7:00 p.m. in blocks of 2 hours. A total of 5,144 children under the age of four were observed riding in 4,768 vehicles. The determined statewide usage rate in 2005 is 81.8% which is a five percentage increase over 2004's observed number.

#### **FUNDING:**

402: \$30,000.00



#### **HS CONTACT:**

Pam Hoelscher P.O. Box 104808 1719 Southridge Jefferson City, MO 65110-4808 573-751-4161

## Annual Report 2005

PROJECT TITLE: PROJECT NUMBER:

Educational Projects 05-PT-02-29

PROGRAM AREA: JURISDICTION SIZE:

Police Traffic Services 46,033

TYPE OF JURISDICTION: TARGETED POPULATION:

Rural

AGENCY NAME: AGENCY CONTACT:

Chesterfield Police Dept. Chief Ray Johnson

#### PROJECT DESCRIPTION:

From October 1, 2004 -September 30, 2005, twenty (20) business / industries / corporations/schools/community groups will be targeted to implement traffic safety programs in an attempt to increase safe driving awareness and skills for its' employees, students, participants or members.

#### PROBLEM IDENTIFICATION:

In the Fiscal Years 2001 to 2003 the City of Chesterfield was ranked 16th among all Missouri cities in the number of traffic crashes. It was 11th in the number of fatal and injury crashes, 12th in the number of speed related traffic crashes, 16th in the number of alcohol related crashes, and 10th in the number of under 21 drinking related crashes. Although the rankings reflect a small improvement from the 2000-2001 rankings in the overall number of crashes (15 to 16) and injury and fatal crashes (10 to 12) these numbers are fairly consistant and significant. The speed related crash ranking remained the same at 12th statewide. Of more concern is the move up in rankings in the alcohol related crashes from 18 to 16 for adult and 12 to 10 for the underage drinker.

#### **GOALS AND OBJECTIVES:**

Goal:

To reduce fatalities and injuries caused by motor-vehicle related crashes.

#### Objective #1:

Assign a full-time (certified) police officer as "Traffic Safety Education Officer". This officer will be assigned to the Traffic Division and shall devote his efforts to driver behavior education, occupant protection, and pedestrian/bicycle programs in an effort to increase public education and information on traffic safety issues in line with Missouri's "Blueprint for Safer Roadways".

#### Objective #2:

Contact and enter into agreements with employers to provide traffic safety programs to employees. Employers must be supportive traffic satey partners. Program activities will include.

#### Objective #3:

Implement and conduct various traffic safety projects to address traffic safety issues.

- A. Conduct at least two seatbelt checkpoints and participate in NHTSA and Missouri Highway Safety occupant protection initiatives. Special attention will be given to schools and community groups that have members who are high risk drivers or occupants.
- B. Conduct at least two child-seat check-ups (installation materials required) and participate in NHTSA and Missouri Highway Safety child-seat initiatives. Promote and conduct training in this field especially with other community partnerships.
- C. Conduct Drinking and Driving prevention projects, including participation in NHTSA, Missouri Highway Safety, MADD and SADD drinking and driving prevention initiatives, especially targeting young and under-age drinkers.
- D. Partner with AARP to address older driver needs.
- E. Partner with SafeKids to promote pedestrian, bicycle and child retraint programs.
- F. Have the assigned officer attend the appropriate training to stay up-dated on legislation, programs and other traffic safety related issues (i.e. LETSAC Conference, LifeSavers Conference).

#### **RESULTS:**

During the period 10/01/04 to 09/30/05 the following activities were performed.

Corporate/Business Contacts; Gave two companies the "Workforce Traffic Safety Initiative" lecture (a classroom/auditorium lecture concerning the benefits of safe and defensive driving). Approximately 150 employees were reached. Each company was given a certificate plaque to commemorate their involvement in the program. Also participated in 9 company safety fairs where over 1000 people were contacted and provided information about driving safety, pedestrian safety, child car seat safety and bicycle safety.

Community Groups (church, school, community organizations); Conducted seven area group talks including the Parkway School District Early Childhood Center, the Parkway/Rockwood Teen Advisory Committee, two Cub Scout packs, the St. Louis Regional School Nurses Conference, and two AARP Older Driver workshops.

Child Car Seat Check Points; Conducted nine CS check points around the area for corporate, community and civic groups installing 483 CS's.

Child Car Seat Installation Appointments; Made appointments at the police department for any metro area resident in need of child restraint installation and education wherein 312 CS's were properly installed.

Bicycle Helmet Fitting and Sales; Conducted two events where bicycle safety information and helmet fittings and sales were conducted. Approx. 100 helmets were sold and fitted (helmets were sold at cost to both children and adults).

Safety Belt Checks; Conducted a seat belt check at each of the two local high schools called Operation ReWard. This program monitors exiting vehicle traffic from the high schools and rewards belted occupants with a tootsie pop.

Teen Academy; An eight week introduction to Law Enforcement for high school students. Two of the four sessions of traffic safety and DWI were taught (two were other police topics). Each session had 18-20 students. The DWI portion included lecture and a hands-on session where the students put on "Fatal Vision" impaired simulator goggles and attempted to drive a golf cart around a coned course (taught two sessions).

Walk to School Day; A local elementary school was selected to participate in this day of pedestrian safety activities for the children and parents. The students were monitored arriving at school. Signs and banners were posted with safety messages. A full school assembly, with all grade levels K to 5, was undertaken to spread the pedestrian and bicycle safety issues as well as the health benefits of these activities. The children were rewarded with an assortment of give-away items (the school was Shenandoah Elementary with a student population of about 500).

Law Enforcement Day; A day long regional showcase of Law Enforcement held at a local shopping mall where traffic safety issues were shared via an information table.

Drug Abuse Awareness Day; A day long event at a local shopping mall where anti drinking and driving information was provided via an information table.

Safety Town; This officer was assigned as the coordinator of this very successful program that addresses street and other safety issues for kindergarten aged children. The children attend one of three, two week sessions taught by police officers in both classroom and a mock city environment. This officer's duties included five months of preparations, set-up and logistics of the program as well as teaching six weeks of the program where 200 children were taught the safety lessons.

Victim Impact Panel; A court appointed program for generally first time traffic offenders. Six presentations were given reaching 250 people about the problems impaired and improper driving habits can have on other people.

Volunteer Radar Survey Program; Instituted and implemented a unique program where in our civilian volunteers were trained in the use of RADAR and the proper procedures for conducting and recording speeds. The training was held after the policy was approved in March. The volunteers have been going out about twice a week since May conducting RADAR speed monitoring on streets where complaints have been received. The volunteers turn in log sheets with the date, time, location, speed and license number of the violators and warning letters are mailed out.

Older Driver Task Force; Was a member on the statewide task force headed by MoDOT to address the needs of the aging driver population.

Instruction/Teaching; The following courses were taught in the indicated topic areas:

- (1) CPS Technician 32 hr course at St. Louis
- (1) CPS Technician 32 hr course at Jackson, MO for MoDot
- (1) CPS Technician 32 hr course at St. Louis City FD
- (1) CPS Technician 32 course at Hannibal, MO
- (2) 8 hr Car Seat Installer classes for Missouri Division of Family and Social Services
- (2) 8 hr Car Seat Installer classes (Operation Kids/Law Enforcement) for the St. Louis County and Municipal Police Academy
- (1) 8 hr Car Seat Installer class for Cottleville/Lake St. Louis FD's
- (1) 8 hr Car Seat Installer class for St. Louis County Health Department
- (1) 8 hr Car Seat Installer class for Mercy Health Systems Corp.
- (2) 8 hr Child Car Seat Safety on School Buses for local school districts sponsored by MoDOT at MSHP Troop C HQ
- (2) Death Notification classes for MSHP Academy recruits, Jefferson City
- (1) 16 hr Police Radar class for St. Louis County and Municipal Police Academy

(1) 8 hr DWI Report Writing and Court Testimony class for CMPA Assisted with 1 SFST class for Missouri Safety Center at Ladue PD

(6) four hour blocks of DWI Detection and Arrest Procedures for Chesterfield PD as in-service training

Gave a presentation on, "Law Enforcement and the Older Driver" at the LETSAC State Conference

Training Conferences; In an effort to stay current and up-to-date with traffic safety issues the following conferences were attended:

LETSAC State Conference, Lake of the Ozarks, MO Lifesavers Conference, Charlotte, NC

Miscellaneous; Maintained my position as an advisory board member of Safe Kids- St. Louis, dealing mainly with passenger restraint, bicycle and pedestrian safety issues and as member of the St. Louis Regional Traffic Safety Council. Worked with MADD to obtain and post 10 new "Don't Drink and Drive" street signs throughout the city.

#### **FUNDING:**

402: \$30,600.00

#### **HS CONTACT:**

Scott Turner P.O. Box 104808 1719 Southridge Jefferson City, MO 65110-4808 573-751-4161

## Annual Report 2005

PROJECT TITLE: PROJECT NUMBER:

Hazardous Moving Viol 05-PT-02-26

PROGRAM AREA: JURISDICTION SIZE:

Police Traffic Services 129,098

TYPE OF JURISDICTION: TARGETED POPULATION:

Urban Aggressive Drivers, Speeder, Impaired Drivers

AGENCY NAME: AGENCY CONTACT:

Boone County Sheriff's Dept. Sheriff Dwayne Carey

#### PROJECT DESCRIPTION:

The program is called Operation Slow Down. Four Deputies are assigned to areas where complaints are received and accidents are occurring. These Deputies work for a four-hour period in the specified areas doing nothing except enforcing the traffic laws. The days of the enforcement activities will vary but the time will remain between the hours of 4 pm and 8 pm. The Deputies will center their enforcement activities on speeders, aggressive drivers and drivers committing hazardous moving violations. Two enforcement periods will occur each month for a total of 32 man-hours. A radar unit to use during this activity would allow Deputies without a radar unit but certified to operate one to be included in the enforcement activity. The person to whom this radar unit is assigned will also have it available to use during his/her normal shift work.

#### PROBLEM IDENTIFICATION:

The number of traffic crashes have been reduced over the course of the Operation Slow Down program. Two causes of traffic crashes in Boone County are speed and alcohol related incidents. Speed / hazardous moving incidents are the number one contributing circumstances for county wide traffic crashes. A total of 146 crashes were recorded in Boone County, 48 were speed related and 25 were alcohol related. The 48 speed related crashes, 0 were fatalities, and 8 were injury crashes. The roadways where most of the injury crashes occurred were Creasy Springs Road, Brown School Road, New Haven Road, Obermiller Road, Old Plank Road, Rangeline Road, Prathersville Road and St. Charles Road. The above roadways are ones used by county residents as well as Columbia residents to by-pass the main arteries inside the Columbia City limits. Almost half of the traffic crashes in Boone County occur between the hours of 2 pm and 8 pm (74 of the 146). This time frame includes schools dismissing for the day, the 7-3 shift workers ending their work day, the 3-11 shift workers going to work and the regular 8-5 workers going home. The above roadways are also ones that the Department receives a large number of the traffic complaints from residents living in the areas. Within the last four years the Boone County Sheriff's Department took over working all crashes that occur on county maintained roadways, prior to this the Missouri State Highway Patrol worked the injury and fatality crashes. Operation Slow Down also gives Departmental personnel the opportunity to be in the areas where complaints are occurring and enables them to conduct some public relations within established subdivisions

#### **GOALS AND OBJECTIVES:**

Increase arrests related to these offenses by 5% over baseline data

Decrease crashes related to these offenses by 5% over baseline data

#### **RESULTS:**

The goals and expectations for reducing crashes set forth in the grant was not met. There was an increase of 1 fatality and 2 injury crashes during the project period.

The goal of increasing hazardous moving violations summonses was met. Statistics show an increase of almost 100%, doubling the number of summonses issued. (2004 - 284 summonses, 2005 - 574 summonses).

#### **FUNDING:**

402: \$10,068.48

#### **HS CONTACT:**

Mike Breckle P.O. Box 104808 1719 Southridge Jefferson City, MO 65110-4808 573-751-4161

### GRANT ENFORCEMENT ACTIVITIES FY'05 ANNUAL REPORT

Project Number:	Agency Name:	BOONE COUNTY SHERIFF'S DEPT
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### **Enforcement Activity**

(Total of Summons & Warnings Issued)						
	HMV Enforcement	Speed Enforcement	DWI Enforcement	Youth Alcohol Enforcement	Occupant Protection	Other Project (Please Describe)
DWI Arrests	0		27			
Following Too Close	0		0			
Stop Sign Violation	107		8			
Signal Light Violation	4		1			
Fail To Yield	0		0			
C&I Driving	5		3			
Speeding Violations	435		56			
Other HMV Violations	23		7			
TOTAL HMV VIOLATIONS (Total of the above vategories)	574		102			
Seat Belt Violations	100		34			
Child Restraint Violations	10		1			
Other Non-HMV Violations	107		53			
TOTAL VIOLATIONS	791		88			
Number of Traffic Stops	504		912			
Number of Hours Worked	312.5		25		-	

Total number of cra-	shes for grant contract (	period (October 1, 200	4 – September 30, 2005)
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Fatal_3_	Injury 64	Property Damage_	113
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Reporting Officer's Name: Sct. Scott M. Ewing Date Submitted: 10-28-2005

# SOBRIETY CHECKPOINT ACTIVITIES ANNUAL REPORT

Project Number:	Fiscal Year: 2005
Agency Name: Boone County Sheriff's Department	
Hours of Checkpoint	2200-0300
Total Number of Sobriety Checkpoints	2 CHECKPOINTS 3 SATURATIONS
Total Number of Cars Stopped	672
Total Number of Times Video Camera Used	54
Total Number of Times Videotape Used in Court	Unk
Total Number of Times PBT Used	50
Total Number of Times PBT was the Only Probable Cause Test Used	0

ARREST TOTALS		
DWI	27	
Drugs	8	
License Violations	16	
Total BAC	21	
Total Refusals	6	
Total Seat Belt Violations	87	
Total Child Restraint Violations	2	
Other		

290

unk

Age of Arrested DWI:	16-20 #5_	21-29 #_12_	30-39 #_8	40-50 #_1	50+ #_1

Date Submitted: 10-28-2005

Total Number of Man-Hours

Total Number of Dollars Spent

Reporting Officer's Name: Sgt. Scott M. Ewing #161

## Annual Report 2005

PROJECT TITLE: PROJECT NUMBER:

Operation Lifesaver 05-PT-02-16

PROGRAM AREA: JURISDICTION SIZE:

Police Traffic Services 5,000,000

TYPE OF JURISDICTION: TARGETED POPULATION:

Statewide statewide

AGENCY NAME: AGENCY CONTACT:

Highway Safety Division Mr. Scott Turner

#### PROJECT DESCRIPTION:

Funds will be used to purchase educational materials which will be distributed through voluntary Operation Lifesaver support groups. The items will be purchased for the Department of Economic Development, Division of Transportation. Presentations will reach approximately 70,000 people regarding the potential dangers of railroad grade crossing crashes. The zipper pulls are useful reminders of the message presented by Operation Lifesaver groups. The zipper pulls are selected based on the most economical item to reach the high number of targeted audiences. The item is useful and the message will continually be at hand.

#### PROBLEM IDENTIFICATION:

By comparing motor vehicle traffic collisions with those involving trains at grade crossings, it is apparent the severity rate of train-involved collisions is much greater. In Missouri during the year 2000, one fatality occurred in every 167 motor vehicle collisions, while one fatality in every 5.5 grade crossing collisions.

#### **GOALS AND OBJECTIVES:**

Purchase educational materials to be distributed to attendees at Operation Lifesavers exhibits.

#### **RESULTS:**

Incentive/educational items (key chains, coloring books) were purchased and distributed through voluntary Operation Lifesaver support groups. Presentation materials were purchased (various videos, easel flip charts, and laminated posters). Thousands of people were educated about the potential dangers of railroad grade crossing crashes.

#### **FUNDING:**

402: \$15,000.00

#### **HS CONTACT:**

Pam Hoelscher P.O. Box 104808 1719 Southridge Jefferson City, MO 65110-4808 573-751-4161

## Annual Report 2005

PROJECT TITLE:

**PROJECT NUMBER:** 

Law Enf. Training

05-PT-02-6

**PROGRAM AREA:** 

JURISDICTION SIZE:

Police Traffic Services

5,000,000

TYPE OF JURISDICTION:

TARGETED POPULATION:

Statewide

Law Enforcement Officer Training

**AGENCY NAME:** 

**AGENCY CONTACT:** 

MO Southern State University

Dr. Jack G. Spurlin

#### PROJECT DESCRIPTION:

In an effort to make the traffic-related training available to as many law enforcement officers as possible at no cost to the agencies or officer, Missouri Southern State University Law Enforcement Academy will provide training throughout the state of Missouri at or near the following locations:

Springfield, Missouri
West Plains, Missouri
Nevada, Missouri
Osage Beach, Missouri
Cape Girardeau, Missouri
Kennett, Missouri
Joplin, Missouri
Sullivan/Union Area, Missouri

This grant will allow law enforcement agencies to send their entire department to training during this contract year. Historically, most departments could only afford to send several officers a year.

The geographic locations and frequency in which the training will be offered will accommodate the smaller agencies, who over a one year period of time will be able to send all of their officers to all of the training. Most agencies will be able to attend the training because the locations of the training are in such proximity that travel and overtime expenses will be minimized. The frequency in which the training will be offered will give the departments the flexibility they need to send several officers per training program.

#### PROBLEM IDENTIFICATION:

For the last ten (10) years Missouri Southern State College Law Enforcement Academy has been using Highway Safety grants to provide law enforcement agencies training throughout the state. During that ten (10) year period, Missouri Southern State Unversity has provided training to members of the Missouri State Highway Patrol, Missouri State Water Patrol, Missouri Division of Liquor Control, county sheriff's departments, and municipal police departments. Most of the training has been delivered off-site, throughout the state of Missouri. The grants have given agencies the ability to send a large number of officers to the traffic-related training that they would



not otherwise be able to attend because of travel expenses, over-time, travel time, meals, lodging, etc.

The primary objectives of traffic enforcement training are to raise awareness of traffic safety, improving recognition of traffic-related offenses, execution of highway safety operations (i.e., sobriety checkpoints, radar, etc.) and enforcement of traffic-related offenses. Based on informal and non-scientific surveys, every law enforcement official queried emphatically believed that the training had a tremendously positive impart on reducing accidents, increasing convictions, and raising the level of awareness of traffic-related concerns.

#### **GOALS AND OBJECTIVES:**

#### **Project Goals:**

The following are the goals that Missouri Southern State University Law Enforcement Academy will accomplish with this grant:

Provide every law enforcement officer in the southern two-thirds of the state of Missouri the opportunity to receive comprehensive traffic enforcement-related training at little or no cost to the officer or agency.

Increase awareness of traffic-related issues to all law enforcement officers in the state of Missouri.

Raise the number of convictions of traffic-related offenses in jurisdictions where officers have received this training.

Increase the number of traffic-related operations such radar enforcement, sobriety checkpoints, safety-equipment checkpoints, etc.

Reduce the number of vehicular-related collisions, fatalities, injuries, and property damage in jurisdictions where officers have received this training.

#### **Project Objectives:**

Missouri Southern State University Law Enforcement Academy will provide continuing education hours as approved through the Peace Officer Standards and Training (P.O.S.T.) Program, by being an approved provider.

Missouri Southern State University Law Enforcement Academy agrees to provide the following services as well as any other tasks necessary to carry out a successful training program.

- 1. Prepare all instructional material and course outlines.
- 2. Schedule training and advertise course availability through appropriate networks for eligible Missouri trainees.
- 3. Prepare and produce training material for dissemination during the course.
- 4. Provide a Certificate of Completion for each trainee satisfactorily completing the course.
- 5. Maintain the appropriate training records for P.O.S.T. documenting that the trainee has completed the designated number of training hours.
- 6. Complete all training programs between October 1, 2004 and September 30, 2005.
- 7. To conduct training courses at the areas/sites specified above.

#### **RESULTS:**

1. Officers from over 120 different jurisdictions received training.



- 2. Eighteen classes were offered in the following locations: Joplin (2) Osage Beach (4) Springfield (1) Salisbury (1) Independence (2) Mexico (1) West plains (2) Warsaw (1) Rolla (1) Nixa (1) MtVeron (1) Lebanon (1). Average attendance for all classes was 26 officers.
- 3. Over 470 officers were pre-enrolled to receive training and 469 did attend. Resulting in an average of 26 officers per session.
- 4. Evaluations that were filled out by students indicated that the training was of high quality and would be very beneficial to their job.
- 5. Unofficial evaluations from area law enforcement administrators indicate that the training was of high quality and that it would be of great benefit to the area communities.
- 6. Evaluations from agencies (particularly the smaller agencies) also indicated how important they felt it was for training from the Highway Safety Division to be brought to there area.

#### **FUNDING:**

402:\$54,000.00

#### **HS CONTACT:**

Scott Turner P.O. Box 104808 1719 Southridge Jefferson City, MO 65110-4808 573-751-4161

## Annual Report 2005

PROJECT TITLE:

Crash Investigation Training

**PROGRAM AREA:** 

Police Traffic Services

TYPE OF JURISDICTION:

Statewide

AGENCY NAME:

CMSU Missouri Safety Center

PROJECT NUMBER:

05-PT-02-5

**JURISDICTION SIZE:** 

5,000,000

TARGETED POPULATION:

Traffic Law Enforcement Officers

**AGENCY CONTACT:** 

Mr. Glenn Carriker

#### PROJECT DESCRIPTION:

The Missouri Safety Center is seeking funding to conduct the Crash Investigation Series in two locations within the State. One on the east side of the state and one on the west side of the state. The courses are designed specifically for the preparation of Missouri law enforcement officers to fully investigate traffic crashes. This investigation includes documentation of crashes and the presentation of factual data to not only the court system for proper legal action and the reports submitted to the state for further action in engineering, education and enforcement. The training consists of a six level crash training series of courses, and a reconstruction prep and Reconstruction course. This training starts where the academy training leaves off and is designed to systematically guide attending officers through the process of an on-scene investigation through advanced data gathering to produce a complete crash data report upon completion of the process. The results of officers completing the series will be more complete reports and proper colleciton and perservation of evidence. This produces well documented reports that also go to the state, which allow for data to be gathered and analysis done to determine actions needed beyond the actual investigation. The actions resulting from the data collection may include roadway design changes, signage, public education, and reallocation of enforcement manpower to problematic areas.

#### PROBLEM IDENTIFICATION:

In the state of Missouri a critical need exists for traffic law enforcement officers to be properly trained in traffic crash investigation. This is a foundational program need as identified in the "Blueprint for Safer Roadways" and is the basis for not only proper documentation of crashes that occur on Missouri roadways, but is also the basis for data collection into the data systems of the State. With full and proper investigation/documentation of crashes on Missouri roadways, the data analysis is more complete and the actions of education, engineering and enforcement will be more effective. In Missouri many academies lack curriculum and time in the basic training to adquately provide training for new law enforcement officers and many agencies shift personnel to cover duty assignments, which may mean that inexperienced officers are working traffic enforcement. Documentation of modern crashes requires highly specialized training including computer collected evidence as contained in the event data recorders as well as highly specialized knowledge in the new crash detection systems being placed on many new vehicles. By providing specialized training, the State invests in the discovery of true and factual causes of crashes and builds more effective countermeasure programs to address engineering, education and

enforcement issues at the local, county, and state levels. This program has grown in demand over the last few years and has only been offered in one location per year. A need exists to expand this offering to better serve at least two locations in the state each year.

#### **GOALS AND OBJECTIVES:**

#### Goals:

- 1. To offer on east and west sides of the state, the complete crash series to allow for advanced training of law enforcement personnel assigned to work traffic enforcement.
- 2. To conduct level one assessments of the results of the training.
- 3. To advance the most qualified officers completing the program to the Crash Reconstruction Program.

#### Objectives:

- 1. To provide training for 20 officers on both sides of the state who will be working traffic crashes for their agencies and reporting the results of the investigations to the state.
- 2. To allow the attending officers to provide course evaluations covering all aspects of the training.
- 3. To advance 20 most qualified officers to the Reconstruction class.

#### **RESULTS:**

The goal of this project was to provide advanced crash investigation training to law enforcement officers and traffic engineers in the metro Kansas City and St. Louis areas. The grant was to provide the advanced training crash series to local traffic officers preparing them to enter the reconstruction program and to fully investigate crashes within their jurisdictions. This grant did provide 55 officers and engineers from 24 agencies and 11 counties with the advanced training. These skills are critical to the statewide goal of having greater collection of data for crashes on Missouri roadways.

#### **FUNDING:**

402: \$98,600.00

#### **HS CONTACT:**

Scott Turner P.O. Box 104808 1719 Southridge Jefferson City, MO 65110-4808 573-751-4161

## Annual Report 2005

PROJECT TITLE:

**PROJECT NUMBER:** 

**LETSAC** 

05-PT-02-2

**PROGRAM AREA:** 

**JURISDICTION SIZE:** 

Police Traffic Services

5,000,000

TYPE OF JURISDICTION:

TARGETED POPULATION:

Statewide

All Drivers

**AGENCY NAME:** 

**AGENCY CONTACT:** 

Highway Safety Division

Mr. Scott Turner

#### PROJECT DESCRIPTION:

LETSAC will meet at least nine times each year to discuss issues related to traffic safety and the betterment of current traffic laws in Missouri. LETSAC will plan and conduct two general membership meetings and one statewide conference that will provide necessary training to local and state law enforcement officers in Missouri.

#### PROBLEM IDENTIFICATION:

The Law Enforcement Traffic Safety Advisory Council serves as an advisory group to the Highway Safety Division. The Highway Safety Division needs input from local law enforcement agencies to help in legislative efforts and in the planning of regional and statewide training for LE agencies statewide.

#### **GOALS AND OBJECTIVES:**

Provide assistance to the LETSAC Board in coordinating meetings, trainings, conferences and associated costs with these activities.

#### **RESULTS:**

Highway Safety helped coordinate 10 LETSAC Board meetings one LETSAC General Membership meeting and the annual conference held at Lake of the Ozarks. The general membership meeting provided 4 CEH credits to the 95 officers in attendence. The annual conference provided 22 CEH credits to the 200 officers in attendance.

SFST roadside cards were produced for the officers to be used as a quick reference guide when administering roadside test to intoxicated drivers.

#### **FUNDING:**

402: \$25,000.00

#### **HS CONTACT:**

Bill Whitfield P.O. Box 104808 1719 Southridge Jefferson City, MO 65110-4808 573-751-4161

## Annual Report 2005

PROJECT TITLE: PROJECT NUMBER:

Workzone 05-QN1-02-5

PROGRAM AREA: JURISDICTION SIZE:

Police Traffic Services 5,000,000

TYPE OF JURISDICTION: TARGETED POPULATION:

Statewide All Drivers

AGENCY NAME: AGENCY CONTACT:

Highway Safety Division Mr. Scott Turner

#### PROJECT DESCRIPTION:

Funds will be allocated to increase enforcement in designated workzones statewide. Analysis will be conducted to determine if a workzone warrants law enforcement presence to slow traffic down before they enter a designagted MoDOT workzone.

Speed measuring trailers will be used by the districts as an awarness tool for the motoring public to self adjust their speed to the posted speed limit set at that particular workzone.

Highway Safety will work with each MoDOT District and law enforcement agencies (MSHP, local and County) within those particular districts to determine the locations for enforcement, times of day, and days of week, type of enforcement and duration of enforcement periods.

#### PROBLEM IDENTIFICATION:

Each year MoDOT employees are subjected to the dangers of working in and around moving traffic. Even though workzones are posted and well marked the motoring public continues to ignore the posted speed limit signs and puts MoDOT employees at risk. Speed and inattention are typically the contributing circumstances to crashes occurring at these locations. In addition to MoDOT workers the motoring public puts itself at risk when the disobey workzone rules of the road.

#### **GOALS AND OBJECTIVES:**

To provide funding to Missouri State Highway Patrol and local agencies for enforcement in MoDOT workzones. Project objectives to create a deterrance to motorists that may consider speeding or driving careless and imprudent in designated workzones.

#### **RESULTS:**

Funding was provided to the Missouri State Highway Patrol and the Hollister Police Department to provide enforcement in workzones. Total Traffic Arrest: 2,822, 5 DWI, 460 Safety Belt, and 11 Child Restraint

Total Other Misdemeanors: 89

Total Felonies: 18



163: \$288,000.00

#### **HS CONTACT:**

Bill Whitfield P.O. Box 104808 1719 Southridge Jefferson City, MO 65110-4808 573-751-4161

## Annual Report 2005

PROJECT TITLE: PROJECT NUMBER:

General PI&E Budget 05-PT-02-10

PROGRAM AREA: JURISDICTION SIZE:

Police Traffic Services 5,000,000

TYPE OF JURISDICTION: TARGETED POPULATION:

Statewide Drivers in Missouri

AGENCY NAME: AGENCY CONTACT:

Highway Safety Division Mr. Scott Turner

#### PROJECT DESCRIPTION:

This in-house memo project allows Highway Safety to set aside funds for the development, printing, and/or shipment of public information materials and activities throughout the state.

#### PROBLEM IDENTIFICATION:

Motor-vehicle crashes are the leading cause of death in the United States for people of every age from two through 33 years old. They are the seventh-leading cause of death in the United States, killing more than 40,000 Americans and injuring 2.9 million each year.

The mission of the Highway Safety Division is to reduce injuries and deaths resulting from traffic crashes occurring on Missouri roadways. This is accomplished through enforcement, education, engineering and emergency medical services.

#### **GOALS AND OBJECTIVES:**

Goal: To change unsafe behavior of people using Missouri's roads in order to reduce traffic crash injuries and fatalities.

#### Objectives:

- 1. Increase amount of information disseminated to the public via media, newsletters, presentations, exhibits and printed materials;
- 2. Increase the visibility of MoDOT's Highway Safety Division and highway safety issues by establishing more partnerships within state government and with community organizations and businesses;

#### **RESULTS:**

- 1. The office subscribes to a news clipping service in order to track articles published in the newspapers around the state regarding traffic safety issues and some of the PI&E efforts.
- 2. Printed over 590,000 brochures or educational pieces for distribution to the public through school programs, law enforcement officers, hospitals, safety fairs, etc.
- 3. Paid for costs associated with public opinion surveys to support media campaigns purchased for You Drink and Drive. You Lose, and the teen safety belt enforcement efforts. The surveys found increased awareness of campaign efforts after enforcement and media campaign efforts were conducted.



402:\$80,000.00

#### **HS CONTACT:**

Jackie Rogers P.O. Box 104808 1719 Southridge Jefferson City, MO 65110-4808 573-751-4161

## Annual Report 2005

PROJECT TITLE:

**PROJECT NUMBER:** 

Impaired Driving PI&E

05-J7-03-4

**PROGRAM AREA:** 

JURISDICTION SIZE:

Alcohol

5,000,000

TYPE OF JURISDICTION:

TARGETED POPULATION:

Statewide

Impaired Drivers in Missouri

**AGENCY NAME:** 

**AGENCY CONTACT:** 

Highway Safety Division

Mr. Scott Turner

#### PROJECT DESCRIPTION:

Informational materials and/or advertising will be created with the primary target audience of men ages 18 to 34.

#### PROBLEM IDENTIFICATION:

Motor-vehicle crashes are the leading cause of death in the United States for people of every age from two through 33 years old. They are the seventh-leading cause of death in the United States, killing more than 40,000 Americans and injuring 2.9 million each year.

Of all 2004 Missouri traffic crashes, 4.7 percent were drinking related. Of all fatal traffic crashes, 21.9 percent were drinking related. A total of 252 people were killed and 5,450 were injured in drinking-related traffic crashes.

The National Highway Traffic Safety Administration has identified the primary target audience as men ages 18 to 34.

The mission of the Highway Safety Division is to reduce injuries and deaths resulting from traffic crashes occurring on Missouri roadways. This is accomplished through enforcement, education, engineering and emergency medical services.

#### **GOALS AND OBJECTIVES:**

Goal: To change behavior of people who use Missouri's roads in order to reduce injuries and fatalities caused by impaired drivers.

#### Objectives:

- 1. To increase the public's awareness of traffic safety issues, particularly alcohol-related traffic crashes.
- 2. Create a comprehensive impaired driving campaign.

#### **RESULTS:**

Through this project radio advertising was purchased through the PR firm on contract with the Highway Safety Division. The advertising was purchased to enhance the enforcement efforts of the You Drink & Drive. You Lose. Campaign. A more detailed breakdown of the advertising

#### **FUNDING:**

410: \$125,000.00

#### **HS CONTACT:**

Jackie Rogers P.O. Box 104808 1719 Southridge Jefferson City, MO 65110-4808 573-751-4161

## Annual Report 2005

PROJECT TITLE:

PROJECT NUMBER:

Contract with PR Firm

05-PT-02-11

**PROGRAM AREA:** 

JURISDICTION SIZE:

Police Traffic Services

5,000,000

TYPE OF JURISDICTION:

TARGETED POPULATION:

Statewide

Drivers in Missouri

**AGENCY NAME:** 

**AGENCY CONTACT:** 

**Highway Safety Division** 

Mr. Scott Turner

#### PROJECT DESCRIPTION:

Funding was used to enlist the services of a professional marketing/advertising agency. The agency develop materials and campaigns for the Highway Safety Division. No specific projects have been defined allowing flexibility in this contract for the development of new materials and/or campaigns as the need arises to address immediate needs.

#### PROBLEM IDENTIFICATION:

Motor-vehicle crashes are the leading cause of death in the United States for people of every age from two through 33 years old. They are the seventh-leading cause of death in the United States, killing more than 40,000 Americans and injuring 2.9 million each year.

The mission of the Highway Safety Division is to reduce injuries and deaths resulting from traffic crashes occurring on Missouri roadways. This is accomplished through enforcement, education, engineering and emergency medical services

#### GOALS AND OBJECTIVES:

The goal of this in-house memo project is to increase the public's awareness of traffic safety issues through printed materials and campaigns.

#### **RESULTS:**

The creation of a Highway Safety Activity Book was started in the previous fiscal year. During this contract period the activity book was completed by the PR firm on contract with the Highway Safety Division. No new materials were developed under this project.

The Highway Safety Division purchased advertising through Mizzou Sports Properties to support the impaired driving program area. The radio advertising ran during the 2005 Mizzou Football season on Tiger Network which includes over 50 stations across the state. In addition, a video board public service announcement was created with Coach Pinkel and played during all six Mizzou home football games with an average attendance of 59,000.

#### **FUNDING:**

402: \$135,000.00



Jackie Rogers
P.O. Box 104808
1719 Southridge
Jefferson City, MO 65110-4808
573-751-4161

## Annual Report 2005

PROJECT TITLE:

PROJECT NUMBER:

Young Driver PI&E

05-PT-02-12

**PROGRAM AREA:** 

JURISDICTION SIZE:

Police Traffic Services

5,000,000

TYPE OF JURISDICTION:

TARGETED POPULATION:

Statewide

Young Drivers

**AGENCY NAME:** 

**AGENCY CONTACT:** 

Highway Safety Division

Mr. Scott Turner

#### PROJECT DESCRIPTION:

The objective of this in-house memo project is to increase awareness of safe driving habits among Missouri drivers under the age of 21.

Informational materials and/or advertising will be created to reach this age group with targeted messages in order to reduce deaths and injuries resulting from traffic crashes.

#### PROBLEM IDENTIFICATION:

Motor-vehicle crashes are the leading cause of death in the United States for people of every age from two through 33 years old. They are the seventh-leading cause of death in the United States, killing more than 40,000 Americans and injuring 2.9 million each year.

Young drivers under the age of 21 comprise ten percent of the licensed drivers in the state and were involved in 30 percent of the traffic crashes. Among the leading causes of injury and death in these crashes are inattention, speeding, drinking and driving, and not using safety belts.

The mission of the Highway Safety Division is to reduce injuries and deaths resulting from traffic crashes occurring on Missouri roadways. This is accomplished through enforcement, education, engineering and emergency medical services.

#### GOALS AND OBJECTIVES:

The goal of this in-house memo project is to educate young drivers on the importance of safe driving habits in order to reduce motor-vehicle related deaths and injuries.

#### Objectives:

- 1. To increase safety belt usage among this age group through the use of a public information campaign created by teens.
- 2. To increase safety belt usage among this age group through the purchase of advertising to support the enforcement efforts.

#### **RESULTS:**

This project allowed the Highway Safety Division to purchase advertising in February and March to support enforcement efforts focusing on safety belt use among teen drivers. The Division also





partnered with the Missouri Youth/Adult Alliance to purchase advertising focusing on underage drinking and driving. Details of the media efforts can be found in Addendum #5.

The Highway Safety Division also worked with a PR Firm to develop a contest allowing high school students to create public service announcements convincing their peers to buckle up. Many of the development costs associated with this contest were incurred during this fiscal year. The contest judging and completion of this project will actually occur in the next fiscal year.

#### **FUNDING:**

402: \$125,000.00

#### **HS CONTACT:**

Jackie Rogers
P.O. Box 104808
1719 Southridge
Jefferson City, MO 65110-4808
573-751-4161

#### **ALCOHOL**

This program area addressed issues related to the driver whose ability to safely operate a motor vehicle has been impaired by the use of alcohol or other drugs. Although only 4.7% of all 2004 Missouri traffic crashes were identified as drinking related, there are strong indications that investigating officers under-report drinking involvement as a contributing factor in traffic crashes. The offender's symptoms may be masked (shock, injuries) or the person may be transported for treatment before the officer had a chance to observe or interview them. The other issue is that there may not be enough evidence for the officer to verify that the person's drinking actually contributed to the crash.

#### **BENCHMARKS**

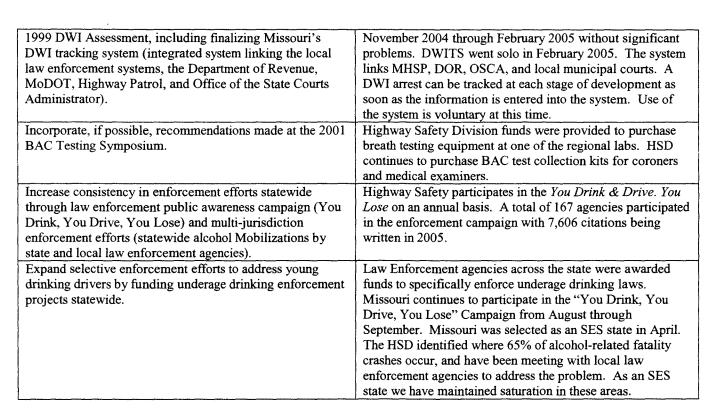
Established	Result
1) To decrease total alcohol-related crashes by 2% annually.	Year Total % Change
	2004 8301 4.7% increase
	2003 8081 4.69% decrease
	2002 8479 1.02% increase
	2001 8393 0.29% decrease
	2000 8417 0.43% increase
2) To decrease alcohol-related crashes caused by drivers under 21 not to	2004 –14.6 % of total crashes which is a
exceed the current percentage of total alcohol-related crashes.	decrease from 2003 which was 15.3%.
	Previous years total percentages are as follows:
	200014.8% of total; 200115.4% of total;
	200214.9% of total.

Strategies—Public Information and Education				
Identified	Implemented			
Educate the public about the dangers of driving after drinking or using other drugs through public awareness campaigns (i.e., You Drink, You Drive, You Lose), distribution of educational materials, traffic safety workshops, health and safety fairs, displays, and public service announcements.	See PIE projects within Police Traffic Services area—Brochures, News releases, 3-D month activities, etc.			
Incorporate drinking/driving educational programs into Missouri school systems and businesses.	HSD activities; Think First; Young Traffic Offenders Program			
Develop statewide designed driver programs that stress alternatives to drinking and driving, CHEERS designated driver program and MoDOT Highway Safety public information materials.	Project CHEERS (Creatively Helping to Establish an Educated and Responsible Society) is a statewide designated driver program that has been operational for 19 years. The program has expanded to include 14 chapters across the state. A college, university or community group manages each chapter. Approximately 225 establishments now promote CHEERS and the message to always use a designated driver.			
Educate large numbers of alcohol servers in intervention techniques by instituting a web-based server-training program in Missouri and server training by Alcohol & Tobacco Control.	The web-based server training program (SMART) was developed and 3,122 servers have been enrolled. Alcohol & Tobacco Control trained 2,888 individuals.			
Provide support to the Blueprint subcommittee to address alcohol-related crashes.	Blueprint subcommittees from all Regions were provided the opportunity to apply for funding for alcohol enforcement projects. The Highway Safety Representatives assigned to each region were available for guidance and support.			
Incorporate, where possible, recommendations made in the 1999 DWI Assessment.	Many recommendations have been implemented.  Most recent are Beer Keg Registration, Development of a DWI Tracking System and Development of a comprehensive plan to build coalitions at a local level.			
Continue support for youth/young adult prevention and education programs: Team Spirit Leadership Conference; Team Spirit Reunion; Think First Programs (School Assembly Programs, Elementary School Curriculum, Young Traffic Offenders Program); university level Partners in Prevention and Partners In Environmental Change.	One Team Spirit Leadership Conferences and one Team Spirit Reunion held. Support continues for Think First Programs, Partners in Prevention and Partners in Environmental Change. (See individual Annual Reports for more detail.)			

Develop campaigns/materials to reach special target groups (drivers<21 years, 21-34 year olds, minorities).	Highway Safety staff worked with MediaCross to develop campaigns/materials to reach targeted audiences. Safety belt awareness, with prevention messages targeting young drivers were purchased and provided to schools conducting traffic safety prevention programs aimed at increasing safety belt usage within their school
Participate in interagency meetings and committees in order to share ideas, avoid duplication of efforts, and maximize resources (Missouri Youth/Adult Alliance, Act MO, Blueprint DWI subcommittee, Missouri Roadway Coalition, Partners in Prevention, and Partners in Environmental Change).	A member of the Highway Safety Division attends all of these committees. One staff member is a board member on the Youth/Adult Alliance committee.
Support local efforts to reduce underage drinking and by 1%.	Younger Driver drinking-related fatalities decreased 2.2% between 2003 and 2004. Personal injured decreased by .9% for the same period. 13 local Law Enforcement agencies were awarded overtime enforcement funds.
Provide technical assistance in developing programs such as DWI docudramas or <i>Every 15 Minutes</i> , loaning them collateral materials to enhance their efforts (fatal vision goggles, videos, community program guides), and providing speakers.	Resources such as Quick Click Challenge T-shirts, Buckle Up Locker Mirrors, Sunglass Clips, CD Cases, Docu-drama Planning Guides, Every 15- Minutes Planning Guides were provided by Highway Safety as prizes for activities
Decrease percentage of alcohol-related crashes caused by younger drivers by 1%.	Twelve campuses that were contacted implemented "Drive Safe. Drive Smart." campaign. There was a 4% decrease in the number of students who had driven under the influence last year. All 12 campuses worked with law enforcement to implement "Drive Safe. Drive Smart."

Strategies—Enforcement

Identified	Implemented
Provide equipment to enhance enforcement efforts and	Equipment was provided to law enforcement agencies
appropriate training to ensure effective use of this	throughout the state as needed. Sobriety checkpoint supplies
equipment (e.g., breath alcohol testing equipment and BAT	were provided as well.
vans, video cameras, and sobriety checkpoint supplies	
including signs, cones, flares, lights, generators, vests).	
Provide training on detection and apprehension of impaired	SFST training and DWI crash investigation techniques
drivers including field sobriety testing, courtroom	provided by CMSU and Mo Southern State University.
testimony, and DWI crash investigation techniques.	Courtroom Testimony training was provided by Office of
	Prosecution Services.
Provide motivational speakers for law enforcement	Motivational speakers were provided at law enforcement
personnel during training events such as the annual Law	training events such as the LETSAC conference. In the
Enforcement Traffic Safety Advisory Council (LETSAC)	Think First program, the School Assembly program was
conference.	conducted in 75 schools reaching 19,912 students and the
	Corporate/Community program was conducted at 51 sites
	reaching 4,031 adults.
Provide supplies and support for Drug Recognition Experts	Provided supplies and two training sessions for POST
and the DRE Recertification Training to ensure continuity	accredited DRE's. An annual recertification training was
of the program.	sponsored by HSD in March of 2005.
Provide funding for alcohol saturation enforcement teams,	Sobriety checkpoints were conducted statewide for 12
sobriety checkpoints, overtime salaries for Breath Alcohol	months out of the year by 26 City, County, and State Police
Testing (BAT) van operations and maintenance for BAT	Departments. Those agencies that had BAT vans utilized
Vans.	that equipment to more efficiently operate the checkpoints.
Provide funding for projects designed to prevent underage	The Missouri Department of Alcohol & Tobacco Control
alcohol purchase, apprehend minors attempting to purchase	conducted Party Patrol/Joint Enforcement team saturation in
alcohol, and provide a physical enforcement/intervention	20 locations. They conducted 364 Badges in Business
presence (e.g., Badges in Business, Server Training, Party	programs and 68 server trainings across the state.
Patrol, selective enforcement & special events).	
Incorporate, where possible, recommendations made in the	DWITS ran parallel with the TAS ADORS system from



Strategies—Prosecution/Adjudication

Identified	Implemented
Train prosecutors and law enforcement on local/national	41 law enforcement personnel, 22 Prosecutor attorneys, 12
DWI issues—Missouri Office of Prosecution Services	DOR attorneys and 1 investigator were trained at the MOPS conference in 2005.
Provide equipment and training to enhance ability to track	All necessary hardware and software was purchased for the
DWI offenders (DWI Tracking System project).	key agencies to bring the system online. The DWI Tracking
	System came on line in February of 2005. Training was
	provided at each Highway Patrol Troop Headquarters for
	operators.
Provide funding to send prosecutors and judges to training	Judicial scholarships provided through OSCA for training on
that will increase their knowledge about DWI issues and	DWI issues.
improve prosecution techniques.	
Provide funding to hire a statewide DWI Resource	A grant was awarded to MOPS to hire a Traffic Safety
Prosecutor whose job it will be to provide training and	Resource Prosecutor. Susan Glass was hired in May of
technical support for DWI prosecutors in Missouri.	2005. Susan began contacting local prosecutors and
	identifying news of the state. She has attended training and
	has organized training for prosecutors. Susan is continuing
	to work with HSD partners to identify the best measures for
	increasing prosecution of DWI offenders.

Strategies---Technology

Identified	Implemented
Finalize the DWI Tracking System that will enable Missouri	Missouri recognized the need for a DWI Tracking system in
to track the full cycle of a DWI event in order to identify	order to identify, arrest, and adjudicate DWI offenders. The
missing reportable information (to include physical	DWI Tracking system has been developed to meet the needs
adjustments, upgrades and additions to the current state	identified.
computer systems and training for users of the system).	
Repair; calibrate, certify breath test instruments in order to	The CMSU Breath Lab continues to repair, calibrate and
improve reliability of the instruments; also reassign units as	certify breath test instruments as needed.
needed—CMSU Breath Laboratory.	
Provide funding for programming and upgrade equipment	Programming was funded and equipment was purchased that
that will decrease the turnaround time of Administrative	will ultimately decrease the turnaround time of
License Revocation cases—Department of Revenue.	Administrative License Revocation cases.





#### TRANSFER FUNDS

In addition to Regular 402 program expenditures, many activities within the alcohol area were funded through incentive grants (410 and 157), and Sections 154 and 164 transfer funds. The 154 (Open Container) and 164 (Repeat Offenders) funds were transferred from federal aid highway funds to the Section 402 Highway Safety Program. This was part of a federal sanction required by states that did not enact compliant laws. Most of this was money from the second and third year transfer funds that were carried forward, which provided the Highway Safety Division funding to be used for alcohol countermeasure programs. A breakdown of those expenditures follows:

#### **DWI TRACKING SYSTEM**

The DWI Tracking System, a major component of Missouri's use of transfer funds, has resulted in the ability to track the full life cycle of a DWI event and identify missing reportable information. The system has provided information on both criminal and administrative sanctions imposed for DWI violations, as well as treatment program participation by offenders. Federal requirements for incentive grant funding specify that DWI incidents must be tracked from arrest through adjudication. For each DWI arrest, it should be possible to determine if charges were filed, amended or nolle prosequi. When charges are filed, the dispositions are readily available. Once the full life cycle of DWI events are recorded in the repository, inconsistencies in the process of enforcing DWI statutes can be examined. If the difference between the number of arrests and number of convictions is significant, potential causes can be studies and remedies implemented. The reporting capabilities of the new system include reporting on aggregated DWI data by specific categories such as geographic locations, demographic groups, and sanctions imposed. Additional reports are provided that identify non-reporting agencies and information missing within individual DWI incidents. This system provides Missouri with the most comprehensive information on DWI offender records ever available. The program became operational in February of 2005.

#### SOBRIETY CHECKPOINTS

Sobriety Checkpoints have proven their worth as a deterrent, intervention, apprehension, and public awareness tool in the DWI arsenal. For this reason, a state must have a statewide sobriety checkpoint program in order to qualify for Section 410 Alcohol Incentive grant funds. Utilizing all available funding sources (402, 410, 154, 164), the HSD was able to provide funding to support checkpoints through 26 local law enforcement agencies and the Missouri State Highway Patrol. While these agencies are listed below, it is important to note many agencies that provide the sole funding support for their checkpoints are not included within this list:

- 1. Arnold Police Department
- 2. Belton Police Department
- 3. Blue Springs Police Department
- 4. Cape Girardeau Police Department
- 5. Central Missouri State University
- 6. Creve Coeur Police Department
- 7. Harrisonville Police Department
- 8. Independence Police Department
- 9. Jackson County Sheriff's Department
- 10. Jefferson County Sheriff's Department
- 11. Jennings Police Department
- 12. Kansas City Police Department
- 13. Lake St. Louis Police Department
- 14. Neosho Police Department

- 15. St. Joseph Police Department
- 16. St. Peters Police Department
- 17. St. Louis Metro Police Department
- 18. Webb City Police Department
- 19. West Plains Police Department
- 20. Willow Springs Police Department
- 21. Woodson Terrace Police Department
- 22. Missouri State Highway Patrol
- 23. Newton County Sheriff's Department
- 24. O'Fallon Police Department
- 25. Springfield Police Department
- 26. Overland Police Depart
- 27. St. John Police Department

#### YOUTH PROGRAM HIGHLIGHTS

Web-Based Server Training – In December 2004, the on-line State of Missouri Alcohol Responsibility Training (SMART) was released. This web-based server training course was originally designed by the University of Nebraska-Lincoln and modified for the State of Missouri. Each interactive module presents information in a variety of ways to meet multiple learning styles. The tone is conversational, supportive, and friendly even when the focus is on consequences. The module content and presentation accommodates a wide variety of educational backgrounds. There are links to relevant laws, policies, and web sites. Self-help and review activities and exercises provide practice and the opportunity retake until successful and include hints and helps to facilitate the learning process. Content is presented in small, incremental steps that gradually spiral towards more and more complex scenarios. A total of 3,122 servers have been enrolled in the SMART program; 2,202 of these have become certified by passing both quizzes with 100% correct. There are now 157 establishments enrolled in the program, covering 16 counties.

<u>Partners in Prevention</u> – Partners in Prevention (PIP) is Missouri's higher education substance abuse consortium. PIP's mission is to create a campus, city, and state environment that supports responsible decision making in regard to alcohol by





the college students who attend Missouri's public institutions of higher education. PIP's focus is on decreasing at-risk drinking by students on Missouri's college and university campuses. Through evaluation, funding, training technical assistance, and coalition building, PIP helps members create positive change on their college campuses. All 12 campuses implemented the "Drive Safe. Drive Smart" campaign. There was a 4% decrease in the number of students who have driven under the influence in the last year. All 12 campuses worked with law enforcement to implement "Drive Safe, Drive Smart.

## Annual Report 2005

PROJECT TITLE: PROJECT NUMBER:

Partners in Prevention 05-J7-03-76

PROGRAM AREA: JURISDICTION SIZE:

Alcohol 5,000,000

TYPE OF JURISDICTION: TARGETED POPULATION:

Statewide Colleges & Universities

AGENCY NAME: AGENCY CONTACT:

University of MO Curators Dr. Michael Warnock

#### PROJECT DESCRIPTION:

Partners in Prevention (PIP) is Missouri's higher education substance abuse consortium. PIP's mission is to create a campus, city, and state environment that supports responsible decision making in regards to alcohol by the college students who attend Missouri's public institutions of higher education. PIP's focus is on decreasing at-risk drinking by students on Missouri's college and university campuses. Through evaluation, funding, training technical assistance, and coalition building, PIP helps members create positive change on their college campuses.

PIP was created in 2000 and since its founding, has provided training and networking to its members through monthly meetings, assisted in developing a campus-community coalition on each member campus, annual evaluation of alcohol and drug use behaviors and related consequences, and held five drive-in workshops and four annual conferences.

#### PROBLEM IDENTIFICATION:

National 2003 statistics indicated that 35% of all drivers ages 21-24 involved in fatal crashes were intoxicated—the highest percentage of any age group. Over 1,700 college students ages 18-24 die from alcohol-related injuries including car crashes each year; another 600,000 are unintentionally injured under the influence of alcohol each year. Two out of five college students binge drink (5 or more drinks at one sitting for men, 4 or more for women) and are more likely to damage property, have trouble with authorities, miss class, have hangovers, and drive while intoxicated. Recent research indicates that about 1/3 of college students drink for the purpose of getting drunk. Over 2 million college students drove under the influence of alcohol in 2001. Missouri statistics are no better. According to the 2003 Missouri Traffic Safety Compendium, drivers under 21 were involved in 22.6% of all the fatal traffic crashes in the state. In 13.3% of these fatal crashes, the young driver's drinking contributed to the cause of the crash.

In addition to drinking and driving issues, distracted driving leads to many traffic crashes. Over the past five years, an estimated 7.2 million drivers have been in a crash while driving which they attribute to being distracted. Young drivers make up a disproportionably large number of these drivers. About 985,000 drivers under age 21 were involved in a distracted-driving crash. This is 13% of all drivers involved in a crash, yet young drivers make up just 6% of the driving population. Similarly, about 1.7 million (23%) of drivers in their 20s had a distracted-related crash; however, drivers in their 20s account for just 13% of the driving population.

In 2004, the Highway Safety Division at MoDOT conducted a teen safety belt usage survey at high schools throughout the state and repeated the survey in 2005. Usage rates for this group were 53.5% and 56.4% respectively—considerably lower than the overall statewide usage rates of 75.8% and 77.4% for the corresponding years.

Clearly, the issues of distracted driving, drinking and driving, and seat belt use are significant issues for the young drivers of Missouri.

#### **GOALS AND OBJECTIVES:**

#### GOALS:

- 1. Increase in the number of campus/community coalitions that are addressing drinking and driving, distracted driving, and seatbelt use as a primary issue.
- 2. Increase in the skill level of those students and professionals who participate in training.
- 3. Decrease in the number of traffic fatalities involving alcohol in each of the communities surrounding the twelve member campuses.
- 4. Decrease in the number of students driving while intoxicated.
- 5. Increase in the accuracy of students' perception of their peer's drinking and driving behavior.

#### OBJECTIVES:

- 1. To use the established communication network among Missouri's public institutions of higher education and state agencies to create effective strategies for addressing the issues of drinking and driving, distracted driving, and seatbelt use.
- 2. To provide on-going training opportunities for professionals and students that address effective environmental management strategies for decreasing the abuse of alcohol and other drugs on campus and in the community and preventing drinking and driving and distracted driving and increasing seatbelt use.
- 3. Facilitate an evaluation effort that includes needs assessments, baseline data of students' usage patterns and measuring the effectiveness of policy changes and program implementation.
- 4. Provide accessible resources for the campuses to create on-going, creative and effective prevention efforts.

#### **RESULTS:**

- 1. UTILIZE ESTABLISHED COMMUNICATION NETWORK
- \* Conducted brainstorming sessions on how to best educate students and professionals on relevant prevention issues related to drinking and driving, distracted driving, and seatbelt use.
- \* Web site (http://drivesafedrivesmart.missouri.edu/drinking.html) has been redesigned and includes fact sheets on safety belts, speed, drowsy driving, distracted driving, aggressive driving, drinking/driving, and crash safety. Each fact sheet includes the lead-in tag, "What's driving you?"
- \* "Journeys," the PIP quarterly newsletter, included information on drinking and driving and distracted driving, seat belt safety, and the relevancy of server training (including Missouri's SMART program). Launch date was August 10; 40% of those receiving the newsletter opened the document and of those, 50% clicked through the links.
- \* Planning committee developed the statewide "Drive Safe. Drive Smart" campaign.
- \* The planning committee for the April 2006 state conference has confirmed speakers to address safe driving issues and information for law enforcement.
- 2. ON-GOING TRAINING OPPORTUNITIES
- \* The Missouri Statewide Alcohol Summit was held March 4-5 and was attended by 120 participants. Traffic safety and impaired driving issues were also addressed in the Summit. The Highway Safety Division sponsored travel scholarships for facilitators.

#### 3. FACILITATE AN EVALUATION EFFORT

- \* Core Alcohol and Drug Survey instrument was provided for participating campuses to create baseline statewide data and conduct pre and post testing. Spring 2005 Core Survey data was used in social norming messages in the "Drive Safe. Drive Smart" materials.
- \* Evaluation of the "Drive Safe. Drive Smart" program was given to the campus contacts who facilitated the program. Preliminary findings indicate satisfaction with program implementation and materials. Several campuses partnered with law enforcement and parking/transportation.
- \* Each campus added questions to the CORE survey about designated drivers, drinking/driving, and use of the CHEERS program. Each campus was encouraged to add a seat belt question.
- \* There has been a 4% decrease in the number of students who have driven under the influence in the last year among the 12 PIP institutions.
- \* The Core results from 2004 indicate that 83.6% of the Missouri student respondents use their seatbelt all or most of the time.

#### 4. PROVIDE RESOURCES

- \* Developed and implemented the "Drive Safe. Drive Smart" campaign that culminated in a statewide pledge drive September 12-16. All 12 PIP campuses participated in the drive and educational campaign. A prize raffle included a grand prize of a car safety kit and AAA-Plus Membership; prizes were donated. Over 3180 students at the 12 campuses signed pledge cards.
- \* Statewide dissemination to all 12 campuses of educational and promotional materials on safe driving issues (impaired driving, distracted driving, drowsy driving, safety belt use, crash safety, and aggressive driving):

Educational materials--6300 brochures; 1925 aggressive driving handbills; 1850 distracted driving handbills; 2000 impaired driving handbills; 1900 drowsy driving handbills; 2000 safety belt handbills; 1975 speeding handbills; 6150 crash safety information cards; 523 impaired driving social norming posters; letters sent to the 12 university administrators requesting their support of the campaign; campaign press releases sent to each campus; MoDOT community relations managers were educated about the campaign through e-mails and phone calls.

Promotional items-2900 key chains, 2275 buttons, and 3100 pens

#### **OVERALL RESULTS:**

- \* All 12 campuses implemented the "Drive Safe. Drive Smart" campaign.
- \* 4% decrease in the number of students who have driven under the influence in the last year.
- \* All 12 campuses worked with law enforcement to implement "Drive Safe, Drive Smart" campaign.

#### **FUNDING:**

410: \$32,250.00

#### **HS CONTACT:**

Tempe Humphrey P.O. Box 104808 1719 Southridge Jefferson City, MO 65110-4808 573-751-4161

## Annual Report 2005

PROJECT TITLE:

**PROJECT NUMBER:** 

DWI Enforcement

05-J7-03-69

**PROGRAM AREA:** 

**JURISDICTION SIZE:** 

Alcohol

12,282

TYPE OF JURISDICTION:

TARGETED POPULATION:

Rural

All Drivers

**AGENCY NAME:** 

**AGENCY CONTACT:** 

Washington Police Dept.

Chief Ken Hahn

#### PROJECT DESCRIPTION:

The Washington Police Department will assign off-duty officers to work late evening hours on Friday and Saturday nights to seek out intoxicated drivers. The officers will be assigned to patrol the high traffic areas of the city where intoxicated drivers are common. Officers will pay particular attention to areas where teenage drivers congregate to consume intoxicants.

The Washington Police Department has been conducting Sobriety Checkpoint programs funded by the Highway Safety Division for several years. The Checkpoint program is primarily a public education program. This grant will enable the Washington PD seeking funds to institute a DWI enforcement program. The department plans to continue to conduct Sobriety Checkpoints using local funding, but they recognize that we need to be more active in DWI enforcement. We feel that the wolfpack program will give the department the ability to become more active.

#### PROBLEM IDENTIFICATION:

The City of Washington is located at the northern edge of Franklin County, one of the fastest growing areas in the state. The population of Washington is just under 15,000 people, but the daytime population increases dramatically due to the number of industries and businesses located within the city. Washington is also home to two large high schools, and has a large parochial school system which draws students from all areas of Franklin and Warren Counties.

Washington continues to experience traffic problems which has resulted in increases in the number of motor vehicle crashes. Statistics provided by the Missouri State Highway Patrol indicate that the City of Washington ranked 39th in Alcohol Related crashes statewide over the last three years. The city ranked 49th in total crashes over the same period of time. In addition, the city was 28th in Young Drinking Driver crashes over the last three years.

Two major state highways (Mo 47 & MO 100) cross through the city. Last year the Washington Police Department investigated 209 motor vehicle crashes on these two roadways, accounting for 37% of the total number of crashes that occurred within the city. Fifty seven (57) of these crashes resulted in injury.

The traffic crash data from 2003 was analyzed to determine the high crash locations within the city. Based on this information, ten locations were identified.

Hwy 100 at Hwy 47	40 crashes
Hwy 100 at Hwy A	30 crashes
Hwy 47 at 14th Street	16 crashes
Hwy 100 at High Street	15 crashes
5th Street at Hwy 47	15 crashes
Hwy 47 at 8th Street	14 crashes
Hwy 100 at International	11 crashes
Hwy 47 at Steutermann Rd	10 crashes
5th Street at Jefferson	10 crashes
Hwy 100 at Washington Hts Dr	8 crashes

The peak crash period is Monday through Friday from 2pm to 6pm.

Normal staffing makes it extremely difficult to provide selective enforcement at problem locations due to the amount of calls for service. To address these issues, additional manpower is needed.

#### **GOALS AND OBJECTIVES:**

GOALS:

· Increase arrests related to these offenses by 5% over baseline data

#### **OBJECTIVES:**

- 1. Targeted Population (i.e., speeders, aggressive drivers, young drivers): Intoxicated Drivers
- 2. Enforcement Location(s): Entire City
- 3. Number of Officers assigned to each enforcement period: 1 or 2 officers
- 4. Times of enforcement periods:
- Normally 10pm to 3am.
- 5. Duration of each enforcement period:
- 5 hours
- 6. Number of enforcement periods per month:
- 4
- 7. Days of week selected for enforcement periods: Friday and Saturday

#### **RESULTS:**

The department had a 17% increase in DWI arrests from the previous year.

#### **FUNDING:**

410:\$5,200.00

#### **HS CONTACT:**

Bill Whitfield P.O. Box 104808 1719 Southridge Jefferson City, MO 65110-4808 573-751-4161

# GRANT ENFORCEMENT ACTIVITIES FY'05 ANNUAL REPORT

Project Number:	05-J7-03-69	Agency Name: Washington Police Dept.	

## Enforcement Activity (Total of Summons & Warnings Issued)

					Occupant	Other Project
	Enforcement	Enforcement	Enforcement	Alcohol Enforcement	Protection	(Please Describe)
DWI Arrests			13			
Following Too Close			1			
Stop Sign Violation		II	13			
Signal Light Violation			11			
Fail To Yield			1			
C&I Driving			10			
Speeding Violations			57			
Other HMV Violations			41			
IOTABILIAN MOLATIONS			147			
Seat Belt Violations			2		1	
Child Restraint Violations						
Other Non-HMV Violations			92			
TOTAL VIOLATIONS			241			
Number of Traffic Stops			222			
Number of Hours Worked			190.75			

Total number of	crashes for grant cont	ract period (October 1, 2004 – September 30, 2005)
Fatal_1	Injury 95	Property Damage 522
Reporting Office	r's Name: Lt. Stapp	Date Submitted: 10-1-05

## Annual Report 2005

PROJECT TITLE: PROJECT NUMBER:

DWI Enforcement 05-J7-03-59

PROGRAM AREA: JURISDICTION SIZE:

Alcohol 70,068

TYPE OF JURISDICTION: TARGETED POPULATION:

Urban Intoxicated Drivers

AGENCY NAME: AGENCY CONTACT:

Platte County Sheriff's Dept. Sheriff Richard Anderson

### PROJECT DESCRIPTION:

In Area 1, the southern portion of Platte County 4 officers will be assigned twice a month in April and July and once a month in June, September, October, and December. The enforcement periods will be on Friday and Saturday nights with variable start times and will end by 4:00 a.m.

In Area 2, the northern portion of Platte County, 4 officers will be assigned twice during the month of April and once during the months of June, July, September, October and December. The enforcement periods will be primarily on Friday and Saturday nights, except during special events such as the Platte County Fair, and will have variable start times and will end by 4:00 a.m.

### PROBLEM IDENTIFICATION:

Platte County is on the northern edge of the Kansas City Metro area. The county includes Kansas City International Airport, two interstate highways and two other major highways. The county is also one of the main conduits for traffic going to the Kansas Speedway and other large events in the area. There is also a large military base located just outside the county that brings large amounts of traffic to the area each day.

Platte County worked 461 crashes during the year of 2003. Of these crashes 2 were fatal and 121 resulted in injuries. Alcohol-related crashes accounted for 6.9% of all crashes reported with one being a fatal crash.

In Platte County there are many state highways that are patrolled only by the Sheriff's Department. With the growing number of calls for service and the limited number of officers that can be assigned to each shift, the continuation of the DWI Enforcement (Wolfpack) program is necessary to maintain the current level of enforcement.

The Northern area of the county is where 13 of the Alcohol involved crashes were located.

The Southern area of the county is where 19 of the Alcohol involved crashes were located.

### **GOALS AND OBJECTIVES:**

### GOALS:

- Increase arrests related to these offenses by 1% over baseline data
- · Decrease crashes related to these offenses by 1% over baseline data

### **OBJECTIVES:**

- 1. Targeted Population (i.e., speeders, aggressive drivers, young drivers): Drinking Drivers
- 2. Enforcement Location(s): Area 1 Southern Portion of Platte County, Area 2 Northern Portion of Platte County
- 3. Number of Officers assigned to each enforcement period: 4
- 4. Times of enforcement periods: 6:00 p.m. to 4:00 a.m.
- 5. Duration of each enforcement period: 4 hours
- 6. Number of enforcement periods per month: Varies (see Project Narrative)
- 7. Days of week selected for enforcement periods: Primarily Friday and Saturday except when reacting to current trends and special events which may alter the day of the week.
- 8. Months (or special event) selected for enforcement periods: April, June, July, September, October, December
- 9. Equipment, promotional, or supply items requested for this project: N/A

### **RESULTS:**

The DWI Patrol project had a goal of reducing the total number of alcohol-related crashes by 1%. The total number of alcohol-related crashes in the FY 2004 project was 32 while 27 were reported in the FY 2005 project year. This is a decrease of 8.4%.

The second goal was to increase the number of arrests by 2%. The total number of arrests in this project year was 250 while 208 arrests were made in the previous year. This is an increase of 8.3%.

### **FUNDING:**

410: \$6,000.00

### **HS CONTACT:**

Randy Silvey P.O. Box 104808 1719 Southridge Jefferson City, MO 65110-4808 573-751-4161

# GRANT ENFORCEMENT ACTIVITIES MONTHLY REPORT

Agency Name: Platte County Sheriff's Dept. Month/Year: October/2005

Project Number: #06-PT-02-9

#06-154-AL-72

#06-PT-02-95

**Enforcement Activity** 

(Total of Summons & Warnings Issued)						
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DWI Arrests	0	0	2		26	
Following Too Close	0	0	0		0	
Stop Sign Violation	1	1	1		30	
Signal Light Violation	0	1	0		15	
Fail To Yield	0	3	0		7	
C&I Driving	0	4	1		114	
Speeding Violations	56	89	6		421	
Other HMV Violations	5	0	4		1	
TOTAL HMV VIOLATIONS (Total of the above categories)	62	100	14		614	
Seat Belt Violations	1	0	0		0	
Child Restraint Violations	0	0	0		0	
Other Non-HMV Violations	8	1	2		55	
TOTAL VIOLATIONS	71	101	16		669	
Felony Arrests	0	0	0		0	
Drug Arrests	0	0	1		0	
Stolen Vehicles Recovered	0	0	0		0	
Fugitives Apprehended	0	0	0		0	
Suspended Revoked Licenses	0	0	1		37	
Uninsured Motorists	1	0	0		31	
# of Traffic Stops	73	117	14		14151677	
# of Hours Worked	32	170.5	9.25		(50)	

Enforcement Location(s):	(n)	
Enforcement Location(s).		2005
Reporting Officer's Name:		
Phone: F-mail:		

# Annual Report 2005

PROJECT TITLE:

**PROJECT NUMBER:** 

Sobriety Checkpoint

05-J7-03-54

**PROGRAM AREA:** 

**JURISDICTION SIZE:** 

Alcohol

35,019

TYPE OF JURISDICTION:

TARGETED POPULATION:

Rural

All intoxicated drivers

**AGENCY NAME:** 

**AGENCY CONTACT:** 

O'Fallon Police Dept.

Chief Jerry Schulte

### PROJECT DESCRIPTION:

The City of OFallon Police Department will conduct a minimum of five sobriety checkpoints during the periods and at the places previously listed. A minimum of ten officers and one supervisor will be present at each checkpoint. The City has requested funding for five officers and one supervisor. The checkpoints will be conducted in accordance with existing federal and state law and HSD regulations. Supervisors for the checkpoint will attend, or already have attended, the two-day seminar conducted by the Missouri Safety Center. All officers funded by the state will have a minimum of sixteen (16) hours of Standarized Field Sobriety Testing training. Officers funded by the state will be paid at their respective overtime rate. For the purpose of completing the budget proposal, an average rate of overtime pay for officers was used.

Enforcement actions will occur on Friday or Saturday nights. The locations and months have been chosen for enforcement action because of their high incident of DWI arrests. Every DWI arrest is a potential crash that was averted.

All Activity Reports and Supervisor Logs will be submitted in accordance with HSD rules and regulations.

The enforcement activity will be well publicized for its deterrent and educational effect and benefit. A news release will be provided to the local media at least one week prior to the enforcement action.

### PROBLEM IDENTIFICATION:

The City of O'Fallon is located in a highly congested traffic area in central St. Charles County. There are five main highways located in the City of O'Fallon: U. S. Highway 79 on the east and north, Interstate 64 on the south and west, Interstate 70 bisects O'Fallon east to west, Missouri DD bisects the western end of the city, and Missouri K/M bisects O'Fallon north to south. Because of these highways and the continued growth in population and business, and with the additional efforts of the Department and the City, the City of O'Fallon has experienced a variety of traffic related problems.

According to the U. S. Census Bureau, the City of O'Fallon is the fastest growing municipality in the fastest growing county in the State of Missouri. The City averaged almost fifteen percent

(15%) population growth during the last ten year period between censuses. This growth has continued. The City has added almost 6,200 new single-family building permits since the 2000 census was taken and added five major multi-family apartment complexes in the same period. The estimated population in the City is now at approximately 66,000 persons. The City has added over 750 new businesses and over 9,500 new jobs in the last six years. Since 2000, the City has added 1,769,575 square feet of industrial business space and 3,589,582 square feet of commercial business space. The City is also home to the River City Rascals Minor League baseball team which averages 3000 fans a game.

According to the data submitted to the State of Missouri for the time period 2001-2003, the City of O'Fallon is ranked fifteenth (15th) statewide, with a 10.4% increase from the previous three year period, in the total number of traffic crashes; thirteenth (13th), with a 6.7% increase from the previous three year period, in the number of fatal and personal injury traffic crashes; thirteenth (13th), with a 15.3% increase from the previous three year period, in the number of alcoholinvolved traffic crashes; and thirteenth (13th), with a 60% increase from the previous three year period, in the number of traffic crashes involving persons under the age of twenty-one (21) drinking. For the same twelve month period, officers have increased the number of DWI arrests by better than nineteen percent (19%), from 376 to 448. Thus, the problem of impaired drivers continues to exist.

Although the problem is citywide, enforcement action in the form of sobriety checkpoints will be conducted in five high traffic areas: Missouri Highway K @ Missouri Highway N, Bryan Road @ White Magnolia Drive (formerly Turtle Creek Drive), Missouri Highway K @ Weldon Springs Road, Missouri Highway M @ Third Street, and Missouri Highway K @ Mexico Road. These are the main arterial roadways in the City conducive to sobriety checkpoint enforcement.

### **GOALS AND OBJECTIVES:**

### GOALS:

· Decrease crashes related to these offenses by 5% over baseline data

#### **OBJECTIVES:**

- 1. Targeted Population (i.e., speeders, aggressive drivers, young drivers): All drivers who potentially may drive while impaired.
- 2. Enforcement Location(s):

Mo. Hwy K @ Mo. Hwy N, Bryan Road @ White Magnolia Drive, Mo. Hwy K @ Weldon Springs Road, Mo. Hwy M @ Third Street, and Mo. Hwy K @ Mexico Road.

- 3. Number of Officers assigned to each enforcement period: 10+
- 4. Times of enforcement periods: From 10:00 pm to 3:00 am.
- 5. Duration of each enforcement period: Five Hours
- 6. Number of enforcement periods per month:

A minimum of five checkpoints annually.

- 7. Days of week selected for enforcement periods: Friday or Saturday
- 8. Months (or special event) selected for enforcement periods: March, May, June, October, and December.
- 9. Equipment, promotional, or supply items requested for this project: Three light stands and electrical cords.

### **RESULTS:**

One of the most successful aspects of the sobriety checkpoints this year occurred at the checkpoint on 8-19-05, at Highways K and N. After the checkpoint was completed the officers noted there were a large number of cars at the Playoffs Bar and Grill on Highway K about a block from the checkpoint. The officers believing that there might be some after hours activity investigated but found the building locked and saw no signs of anyone inside. They called the emergency contact and inquired if they knew the reason for the vehicles on the lot. They were told that once word was received that the checkpoint had been established the patrons repeatedly asked the bartender to call for a cab because they didn't want to get caught driving while intoxicated. They had to call so many cabs that the cab company began taking multiple fares at once and some people had to wait for some time to get a cab home. The person contacted estimated 50 people left in cabs that night. That was 50 less people through the checkpoint but the goal of making O'Fallon's streets safer that night was obviously enhanced more than the officers at the checkpoint knew.

### **FUNDING:**

410: \$6,207.50

### **HS CONTACT:**

Bill Whitfield P.O. Box 104808 1719 Southridge Jefferson City, MO 65110-4808 573-751-4161

# SOBRIETY CHECKPOINT ACTIVITIES ANNUAL REPORT

Project Number: <u>05-J7-03-54</u> Fiscal Year: <u>2005</u>

Agency Name: O'Fallon Police Department

Hours of Checkpoint	25
Total Number of Sobriety Checkpoints	05
Total Number of Cars Stopped	4160
Total Number of Times Video Camera Used	15
Total Number of Times Videotape Used in Court	0
Total Number of Times PBT Used	22
Total Number of Times PBT was the Only Probable Cause Test Used	0
Total Number of Man-Hours	124.5
Total Number of Dollars Spent	\$4714.48

ARREST TOTALS					
DWI	20				
Drugs	05				
License Violations	0				
Total BAC	22				
Total Refusals	04				
Total Seat Belt Violations	0				
Total Child Restraint Violations	0				
Other	61				

Age of Arrested DWI: 16-20 #\_\_01 21-29 #\_\_03 30-39 #\_06\_ 40-50 #\_07\_ 50+ #\_03

Date Submitted: 12-01-2005

Reporting Officer's Name: Major Michael Skeen

# Annual Report 2005

PROJECT TITLE: PROJECT NUMBER:

L. E. Alcohol Training 05-J7-03-48

PROGRAM AREA: JURISDICTION SIZE:

Alcohol 5,000,000

TYPE OF JURISDICTION: TARGETED POPULATION:

Statewide Law Enforcement Officer Training

AGENCY NAME: AGENCY CONTACT:

MO Southern State University Dr. Jack G. Spurlin

### PROJECT DESCRIPTION:

In an effort to make this training available to as many law enforcement officers as possible at no cost to the agencies or officer, Missouri Southern State University Law Enforcement Academy will provide training throughout the state of Missouri at or near the following locations:

Springfield, Missouri
West Plains, Missouri
Nevada, Missouri
Osage Beach, Missouri
Cape Girardeau, Missouri
Kennett, Missouri
Joplin, Missouri
Sullivan/Union Area, Missouri

This grant will allow law enforcement agencies to send their entire department training during this contract year. Historically, most departments could only afford to send several officers a year.

The geographic locations and frequency in which the training will be offered will accommodate the smaller agencies, who over a one year period of time will be able to send all of their officers to all of this training. Most agencies will be able to attend the training because the locations are in such proximity that travel and overtime expenses will be minimized. The frequency in which the training will be offered will give the departments the flexibility they need to send several officers per training program.

### PROBLEM IDENTIFICATION:

For the last ten (10) years Missouri Southern State University Law Enforcement Academy has been using Highway Safety grants to provide alcohol-related training to law enforcement agencies throughout the state. During that ten (10) year period, Missouri Southern State University has provided training to members of the Missouri State Highway Patrol, Missouri State Water Patrol, Missouri Division of Liquor Control, county sheriff's departments, and municipal police departments. Most of the alcohol-related training has been delivered off-site. The alcohol-related grants have given law enforcement agencies the ability to send a large number of officers to training that they would not otherwise be able to attend because of travel expenses, over-time,

travel time, meals, lodging, etc.

The primary objectives of alcohol enforcement training are to raise awareness of alcohol offenses, improving recognition of alcohol-related offenses, execution of sobriety checkpoints and enforcement of alcohol-related offenses. Based on informal and non-scientific surveys, every law enforcement official queried emphatically believed that the training had a tremendously positive impact on reducing alcohol-related accidents, increasing alcohol-related convictions, and raising the level of awareness of alcohol-related offenses.

### GOALS AND OBJECTIVES:

### **Project Goals:**

The following are the goals that Missouri Southern State University Law Enforcement Academy will accomplish with this grant:

Provide every law enforcement officer in the southern two-thirds of the state of Missouri the opportunity to receive comprehensive alcohol-related training at little or no cost to the officer or agency.

Increase awareness of alcohol-related issues to all law enforcement officers in the state of Missouri.

Raise the number of conviction of alcohol-related offenses in jurisdictions where officers have received this training.

Increase the number of sobriety checkpoints.

Reduce the number of alcohol-related collisions, fatalities, injuries, and property damage in jurisdictions where officers have received this training.

#### Project Objectives:

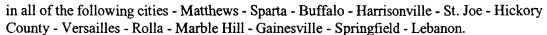
Missouri Southern State University Law Enforcement Academy will provide continuing education hours as approved through the Peace Officer Standards and Training (P.O.S.T.) Program, by being an approved provider.

Missouri Southern State University Law Enforcement Academy agrees to provide the following services as well as any other tasks necessary to carry out a successful training program.

- 1. Prepare all instructional material and course outlines.
- 2. Schedule training and advertise course availability through appropriate networks for eligible Missouri trainees.
- 3. Prepare and produce training material for dissemination during the course.
- 4. Provide a Certificate of Completion for each trainee satisfactorily completing the course.
- 5. Maintain the appropriate training records for P.O.S.T. documenting that the trainee has completed the designated number of training hours.
- 6. Complete all training programs between October 1, 2004 and September 30, 2005.
- 7. To conduct training courses at the areas/sites specified above.

### **RESULTS:**

- 1. Officers from over 70 different jurisdictions received training.
- 2. Seventeen classes were offered in the following 14 locations: Joplin (3) Warsaw (2) and one



- 3. Over 152 officers were pre-enrolled to receive training and 213 did attend. Resulting in an average of 13 officers per session.
- 4. Evaluations that were filled out by students after each session indicated that the training was of high quality and that the information received would aid them in providing safer driving conditions for the general public.
- 5. Although no formal evaluations were given to the department administrators, informal evaluations were obtained from many of them. They indicated that the feedback from their officers was very positive. The administrators believed that the training would have a positive effect on highway safety. They also were very appreciated of the fact that the Highway Safety Division and Missouri Southern State University provided the training in a close locale to their agency. Besides there being no cost for the training they were able to save money by not having to have their officer travel a great distance.

### **FUNDING:**

410:\$57,000.00

### **HS CONTACT:**

Scott Turner P.O. Box 104808 1719 Southridge Jefferson City, MO 65110-4808 573-751-4161

# Annual Report 2005

PROJECT TITLE:

PROJECT NUMBER:

DWI Enforcement

05-J7-03-45

PROGRAM AREA:

JURISDICTION SIZE:

Alcohol

23,470

TYPE OF JURISDICTION:

TARGETED POPULATION:

Rural

All Drivers

AGENCY NAME:

AGENCY CONTACT:

Maryland Heights Police Dept.

Chief Tom O'Conner

### PROJECT DESCRIPTION:

In an effort to assist with Missouri's challenge to reduce alcohol related crashes, this department will work more effectively to deter, identify, arrest and adjudicate alcohol/drug impaired drivers.

This objective will be reached though extra patrol and aggressive enforcement of problem areas. This department, by using local data, will identify repeat offenders and the locations where they frequent. Maryland Heights will conduct more enforcement in known places where drinking and driving occurs, and will work more closely with prosecutors to ensure impaired drivers are prosecuted.

Overtime officers (2) will be assigned to problem areas. The enforcement times will be from 10pm to 3am during the listed days.

### PROBLEM IDENTIFICATION:

WHAT

- Drivers impaired by alcohol/drugs

WHERE

-Streets and exit avenues from/surrounding Westport Plaza, including Page Ave (Route D, 364, I-270).

WHEN

-Hours of occurrence range from 9pm to 3am

WHO and or/WHAT

-Excessive consumption of alcohol by under age and legal aged drivers

BACKGROUND

- -Maryland Hgts has a total of 101 drinking establishments and 136 liquor licenses including package sales, with a majority located in a central group in Westport Plaza
- -Maryland Hgts has various recreational attractions and 20 hotel/extended stay lodging with 3,800 rooms.
- -Maryland Hgts has 1 sergeant and 7 officers dedicated to traffic enforcement.
- -3 Platoons consiting of 1 LT, 2 Sgts, and 13 patrol officers who enforce traffic laws in addition to



- -UMB Bank Pavilion has 40 top name concerts serving alcohol to an average of 380,000 annual attendence.
- -Harrah's Casino brings an estimated 6 million visitors to the city each year.
- -In 2001-2003, Maryland Hgts held a city rank of #12 out of #347 cities in Missouri for Missouri Traffic Crashes. Out of those crashes, they are further broke down as follows:
- -In 2001-2003, Maryland Hgts held a city rank of #9 out of #321 cities in Missouri for Alcohol-Involved Traffic Crashes.
- -In 2001-2003, Maryland Hgts held a city rank of #8 out of ##337 cities in Missouri for Speed Involved Traffic Crashes.
- -In 2001-2003, Maryland Hgts held a city Rank of #12 out of #230 cities in Missouri for Young (under 21) Drinking Drivers of Motorized Vehicles Involved in Traffic Crashes.
- In 2001-2003, Maryland Hgts held a city rank of #14 out of #345 cities in Missouri for Fatal and Personal Injury Crashes.

### **GOALS AND OBJECTIVES:**

#### GOALS:

- · Increase arrests related to these offenses by 5% over baseline data
- · Decrease crashes related to these offenses by 2% over baseline data

### **OBJECTIVES:**

- 1. Targeted Population (i.e., speeders, aggressive drivers, young drivers): Intoxicated and Impaired Drivers.
- 2. Enforcement Location(s):

City wide, with the focus to be Page avenue and Interstate 270 and surrounding streets.

3. Number of Officers assigned to each enforcement period:

2

4. Times of enforcement periods:

2200-0300

5. Duration of each enforcement period:

5hrs

6. Number of enforcement periods per month:

4

7. Days of week selected for enforcement periods:

Tuesdays thru Saturdays.

8. Months (or special event) selected for enforcement periods:

All months, including Holidays and Special events.

### RESULTS:

The funding for this grant was used to pay "over-time" hours to off-duty Patrol officers and, who patrolled in different areas, roadways and intersections of Maryland Heights to conduct D.W.I. enforcement. A total of 192 hours were spent on patrol, with 113 vehicles being stopped and 20 Alcohol related arrests being made.

This was the first year that the DWI enforcement grant was utilized in the City of Maryland Heights. During this initial period, 22.6% of the vehicles stopped were arrested for alcohol/narcotic related offenses.

During the 2004-2005, 509 total DWI arrests were made by the Maryland Heights Police Department, with 20 of those arrests as a result of DWI enforcement grant.

### FUNDING:

410: \$10,011.14

### HS CONTACT:

Bill Whitfield P.O. Box 104808 1719 Southridge Jefferson City, MO 65110-4808 573-751-4161

# GRANT ENFORCEMENT ACTIVITIES FY'05 ANNUAL REPORT

Project Number:_05-J7-03-45	Agency Name:	City of Maryland Heights	
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## Enforcement Activity

	(Total of Summons & Warnings Issued)					
	HMV Enforcement	Speed Enforcement	DWI Enforcement	Youth Alcohol Enforcement	Occupant Protection	Other Project (Please Describe)
DWI Arrests			22			
Following Too Close			6			
Stop Sign Violation			3			
Signal Light Violation			6			
Fail To Yield			4			
C&I Driving			-			
Speeding Violations			17			
ner HMV Violations			45			
IOTAL HMV VIOLATIONS (Total of the above categories)			101			
Seat Belt Violations			1			
Child Restraint Violations			-			
Other Non-HMV Violations			18			
TOTAL VIOLATIONS			19			
Number of Traffic Stops			113			
Number of Hours Worked			192			

Total number of o	crashes for grant cor	tract period (October 1	., 2004 – Septembe	r 30, 2005)
Fatal_3	Injury 223	Property Damage	1088	
Reporting Officer	's Name: PO Jeff Kir	ng, DSN 160	Date Submitted:_	11-15-2005

# Annual Report 2005

PROJECT TITLE:

Traffic Safety Resource P

PROGRAM AREA:

Alcohol

TYPE OF JURISDICTION:

Statewide

AGENCY NAME:

MO Office of Prosecution Services

PROJECT NUMBER:

05-J7-03-36

JURISDICTION SIZE:

5,000,000

TARGETED POPULATION:

Traffic Safety Prosecutions

AGENCY CONTACT:

Director Liz Ziegler

### PROJECT DESCRIPTION:

This proposal is for an ongoing project to provide continuing legal education programs, technical assistance, and other services to Missouri's prosecutors and assistants to improve their ability to prosecute violations of Missouri's traffic safety laws. MOPS proposes to provide the following services.

### PROBLEM IDENTIFICATION:

The Missouri Office of Prosecution Services has identified the need to improve the ability of the state's prosecutors to effectively prosecute traffic safety violations, particularly in the area of vehicular homicide, vehicle crashes involving personal injuries, operating under the influence or while impaired by alcohol or a controlled substance, and operating on a suspended or revoked license, and issues involving young drivers. With the assistance of funding from MoDOT's Highway Safety Division, the MOPS office has provided training conferences and trial schools, but lacks the resources necessary to provide continual, progressive training and technical assistance in this area of the law. The training conferences have been general and have taught the basics of investigating and prosecuting traffic safety cases, but the office has lacked the resources to provide additional comprehensive training.

Consistent training across the State is necessary as traffic safety cases are some of the most challenging cases for a prosecutor due to evidentiary challenges and the use of expert witnesses. Regular training and assistance is necessary due to the turnover in prosecutors offices as well as limited resources in the out-state offices. Additional training provided at different times and in different regions in the state will enable the MOPS office to reach more prosecutors and assistants, and can provide more advanced training to those who have already taken advantage of the basic training being provided.



#### Goal:

Provide continuing legal education programs, technical assistance, and other services to Missouri's prosecutors and assistants to improve their ability to prosecute violations of Missouri's traffic safety laws. MOPS proposes to provide the following services.

### Objectives:

MOPS will provide an experienced attorney to act as a Traffic Safety Resource Prosecutor and to provide training, legal assistance, written materials, and other general guidance to Missouri Prosecutors. In addition, this attorney will serve as a liaison with relevant commissions, committees, task forces and victims advocacy groups. The information may then be communicated back to Missouri Prosecutor's offices.

Provide technical assistance and serve as a consultant to Missouri prosecutors and law enforcement officers through telephone assistance, e-mails and personal visits to prosecutors offices as necessary.

The Missouri TSRP will participate in state and national traffic safety conferences to remain current on the latest knowledge and issues in traffic safety.

The goal for the training component of this project is to provide continuing professional education opportunities for prosecutors and assistants to improve their ability to effectively prosecute traffic safety violations. This will include both basic training for new prosecutors and assistants, and advance training to improve the ability to prosecute more complex traffic safety violations, such as vehicular homicide. Seminar trainees will evaluate the quality and usefulness of training provided. Evaluations will be conducted at the conclusion of each course.

### **RESULTS:**

The initial goal to staff the position was competed in May 2005. Susan Glass was hired to fill the position of Traffic Safety Resource Attorney. Susan is an experienced attorney with a background in criminal law. Susan also has experience doing appellate, trial and administrative work. After being hired, Susan began to assess the training and resource needs of the prosecutor offices. Susan also contacted the offices and other related agencies for input.

The goal of presenting training programs included conducting a two-day traffic safety conference, a trial advocacy class, and up to six in-service workshops. The Missouri Office of Prosecution Services conducted its annual DWI and Vehicular Homicide conference on May 26 and 27, 2005. Conference attendees included 8 elected prosecuting attorneys, 22 assistant prosecuting attorneys, 41 law enforcement officers, 12 Department of Revenue attorneys, and 1 investigator. These attendees received training on using drug recognition experts in court, issues of impairment and fatigue for commercial drivers, alcohol impairment relative to driving, use of event data recorders in crash investigations and testifying in alcohol related cases. Planning was also begun for a regional presentation of "Prosecuting the Drugged Driver" to take place in January 2006 in Atlanta, GA. Missouri, along with seven other states, will send four students to this trial skills course. Because the Traffic Safety Resource Attorney position was filled only in May 2005, there was not sufficient time to develop and plan the other training programs anticipated under this grant. However, these programs will be presented in the upcoming fiscal year.

The goal of providing reference materials included providing quality, up-to-date, legal reference

materials to prosecutors and law enforcement officers. To meet this goal a quarterly newsletter containing case law and legislative updates as well as other relevant news and information was developed. An inaugural issue was completed in July 2005 and provided to prosecutors, law enforcement officers and other interested parties across the state. Additionally, a supply of manuals was procured from the National Traffic Law Center dealing with the basic methods for prosecuting an impaired driving case. These manuals were provided to prosecutors and law enforcement officers upon request.

The goal of acting as a traffic safety liaison included coordinating communication between prosecutors and the highway safety community. To meet this goal, the Traffic Safety Resource Attorney participated in meetings of the Missouri Coalition for Roadway Safety. The Traffic Safety Resource Attorney also attended various national conferences involving traffic safety issues including the annual Drug Recognition Expert conference and the Traffic Safety Resource Prosecutor Symposium. Contact was also made with the regional office of the National Highway Traffic Safety Administration, members of the Highway Safety Division of the Missouri Department of Transportation, officials from Mothers Against Drunk Driving, and staff at the Missouri Safety Center. Visits were also made to prosecuting attorney's offices across the state to introduce the Traffic Safety Resource Attorney program and determine training needs. Finally, the Traffic Safety Resource Attorney attended the annual Law Enforcement Training and Safety Advisory Council meeting again to introduce the program and assess training needs.

The goal of providing technical assistance included serving as a consultant to prosecutors and law enforcement officers on traffic safety issues. The Traffic Safety Resource attorney is available for email, phone, or in person questions regarding traffic safety and impaired driving issues. Since May 2005, approximately thirty requests for assistance from prosecutors and law enforcement officers were received and responded to.

Progress was made in achieving many of the goals included in project #05-J7-03-36. Because the Traffic Safety Resource Attorney position was filled only on May 26, 2005, several months into the grant period, all of the objectives could not be met. The grant has been renewed and it is anticipated that all of the goals and objectives of this grant will be completed in the next grant cycle.

### **FUNDING:**

410: \$110,775.00

### **HS CONTACT:**

Scott Turner
P.O. Box 104808
1719 Southridge
Jefferson City, MO 65110-4808
573-751-4161

# Annual Report 2005

PROJECT TITLE:

PROJECT NUMBER:

DWI Enforcement

05-J7-03-35

PROGRAM AREA:

JURISDICTION SIZE:

Alcohol

99,532

TYPE OF JURISDICTION:

TARGETED POPULATION:

Urban

Intoxicated drivers

**AGENCY NAME:** 

**AGENCY CONTACT:** 

Jasper County Sheriff's Dept.

Sheriff Archie Dunn

### PROJECT DESCRIPTION:

The Jasper County Sheriff Department will conduct DWI detail enforcements using one or more patrol officers who will patrol high incident crash areas searching for these drivers. The project will be conducted between the hours of 6:00a.m. to 6:00p.m. on weekdays and holidays or where crash or arrest data indicate a problem persists.

Each officer working the project shall make every effort to make a minnimum of three traffic contacts per hour in the form of a citation or written warning this will vary during the time of processing anyone arrested as a result of a traffic stop.

### PROBLEM IDENTIFICATION:

A review of crash data during the 2001 to 2002 shows a need for increased enforcement in the area of alcohol/drug related crashes that occur in Jasper County.

The Jasper County Sheriff's Department is seeking funding in an effort to reduce the number of acohol/drug related crashes that are causing fatalities, injuries and damage to property. According to crash data, Jasper County has consistently ranked in the top 10 in the State of Missouri and a continued effort to reduce these crashes is needed.

Due to budget constraints Jasper County Sheriff's Department is unable to fund and support traffic enforcement efforts to target those locations where crash data shows high numbers of hazardous moving violations that are causing injury, property damage and fatalities.

### **GOALS AND OBJECTIVES:**

Increase arrests related to these offenses by 12% over baseline data

Increase seat belt use rate from current rate of 88% to 92%

### **RESULTS:**

DWI arrests increased from 2 arrests in the 2003 - 2004 project year to 14 in the 2004 - 2005 project year.

The goal of increasing arrests by 12% was achieved.

The number of safety belt violations decreased during this time period from 50 violations to 31 violations.

The goal of increasing seat belt was met based on the decrease in the number of violations.

### **FUNDING:**

410: \$6,720.00

### **HS CONTACT:**

Mike Breckle P.O. Box 104808 1719 Southridge Jefferson City, MO 65110-4808 573-751-4161

# GRANT ENFORCEMENT ACTIVITIES FY'05 ANNUAL REPORT

Project Number:05-77-05-35 Agency Name:JASPER COUNTY SHERIFF 5 OFFIC	Project Number:05-J7-03-35	Agency Name: JASPER COUNTY SHERIFF'S (	OFFICE
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### **Enforcement Activity**

	(Total of Summons & Warnings Issued)					
	HMV Enforcement	Speed Enforcement	DWI Enforcement	Youth Alcohol Enforcement	Occupant Protection	Other Project (Please Describe)
DWI Arrests			22			
Following Too Close			3			
Stop Sign Violation			23			
Signal Light Violation			8			
Fail To Yield			6			
C&I Driving			11			
Speeding Violations			62			
ther HMV Violations			131			
TOTAL HMV VIOLATIONS (Total of the above categories)			266			
Seat Belt Violations			31			
Child Restraint Violations			3			
Other Non-HMV Violations			131		A	
TOTAL VIOLATIONS			431			
Number of Traffic Stops			344			
Number of Hours Worked			289			

Total number	of crashes for grant c	ontract period (October 1, 20	04 – September 30, 2005)
Fatal 0	Injury 0	보기를 하게 하면 하면 가는 이 전에 가는 이 전에 되었다. 그렇게 되었다면 보면 보게 하는데 되었다. 그 집에 되었다면 보다 되었다.	Y WORK NON-INJURY ACCIDENTS
(1977-1974)		T. Deel Culud	Date Submitted: 10-31-05

# Annual Report 2005

PROJECT TITLE:

PROJECT NUMBER:

**DWI** Enforcement

05-J7-03-31

**PROGRAM AREA:** 

JURISDICTION SIZE:

Alcohol

2,369

TYPE OF JURISDICTION:

TARGETED POPULATION:

Rural

Aggressive Drivers

**AGENCY NAME:** 

**AGENCY CONTACT:** 

Herculaneum Police Dept.

Chief Chris Pigg

### PROJECT DESCRIPTION:

The Police Department will evaluate data from crash statistics, arrest statistics and citizen complaints to determine the primary problem locations. These problem locations will be the targeted areas.

The department will establish saturation patrols on weekends or holidays where 1 officer will patrol these areas and seek to and arrest impaired drivers. The saturation patrol will run during the hours from 7:00 P.M. and will conclude at 3:00 A.M., unless a specific event suggests an alternative time may be more productive for arresting intoxicated drivers. The department will run these patrols in 8 hour blocks and will conduct 4 saturation patrols per month. The department will also conduct patrols in all twelve months of the year.

The project calls for public awareness which the department will do by notifying the public via the media of the project along with periodic results of these operations. The public will not be aware of the dates and times of operations.

### PROBLEM IDENTIFICATION:

The City of Herculaneum is located in the east central portion of the state along Interstate 55 in Jefferson County, Missouri. The Interstate runs through the center of the city with U.S. Highway 61-67 on the east side. The population of the City of Herculaneum is approximately 3,000 residents, which frequently increases to 9,400 people daily due to U.S. Highway 61-67, Interstate 55, Buchheit and Quik Trip Truck Stop. The City of Herculaneum also has a major subdivision in which an anticipated 1,000 new homes will be built, thus increasing the traffic flow even more.

The department consists of eleven full-time officers with nine of them being road officers.

The major cause of the crashes differ from year to year, but the major cause of crashes has been due to drinking, speed and hazardous moving violations. Almost all the major crashes with injuries are occurring on the two state highways.

### **GOALS AND OBJECTIVES:**

Increase arrests related to these offenses by 10% over baseline data

### **RESULTS:**

During the project period, there was an increase in DWI arrests based on the previous year's baseline arrests. Arrests increased from 48 in the 2003 - 2004 to 73 in 2004 - 2005. This is an increase of 25 arrests or 66% over baseline data.

### **FUNDING:**

410: \$4,800.00

### **HS CONTACT:**

Mike Breckle P.O. Box 104808 1719 Southridge Jefferson City, MO 65110-4808 573-751-4161

# GRANT ENFORCEMENT ACTIVITIES FY'05 ANNUAL REPORT

Project Number:	05-37-03-31	Agency Name:	Herculaneum Police Department
₩/G		11.11	

**Enforcement Activity** 

(Total of Summons & Warnings Issued)						
A Security Control of the Control of	HMV Enforcement	Speed	Enforcement	Youth Alcohol Enforcement	Occupant Protection	Other Project
DWI Arrests			4			
Following Too Close	3					
Stop Sign Violation	11					
Signal Light Violation	3		1			
Fail To Yield	1					
C&I Driving			1			
Speeding Violations	115		13			
er HMV Violations	19		16			
VIOLATIONS (Total of the above categories)	152		35			
Seat Belt Violations	49		2			
Child Restraint Violations	1					
Other Non-HMV Violations	49		35			
TOTAL VIOLATIONS	251		72			
Number of Traffic Stops	83		35			
Number of Hours Worked	82.75		32.5			

Total number of crashes for grant contract period (October 1, 2004 – September 30, 2005)					
Fatal 0	Injury 22	Property Damage	e <u>139</u>		
Reporting Officer's	Name: <u>Capt. Mark </u> 7	Fulgetske	Date Submitted: 11/13/05		

# Annual Report 2005

PROJECT TITLE:

Sobriety Checkpoint

**PROGRAM AREA:** 

Alcohol

TYPE OF JURISDICTION:

Rural

AGENCY NAME:

Creve Coeur Police Dept.

PROJECT NUMBER:

05-J7-03-25

JURISDICTION SIZE:

11,880

TARGETED POPULATION:

Drunken and Impaired drivers

**AGENCY CONTACT:** 

Chief John T. Beardslee

### PROJECT DESCRIPTION:

The City of Creve Coeur is requesting the use of one supervisor, and 5 officers and the supplies necessary to conduct 6 Sobriety Checkpoints. The officer's will be used to combat impaired and drunken drivers. During the past year, the Creve Coeur Police Department conducted six (6) Sobriety Checkpoints. The number of arrests improved from 14 the previous year to 30 last year. The police department also conducted a sixth checkpoint, instead of five. Their commitment to drunken and impaired drivers extended as they conducted Wolfpack Operations during the months they were not conducting Sobriety Checkpoints. Last year the City of Creve Coeur ranked 21st in alcohol related traffic offense. This year the City of Creve Coeur ranked 28th. Their continued presence, commitment to arresting, as well as educating drunken and impaired drivers has made an impact on the motoring public. The police department has stepped up their enforcement efforts, and now conducts Wolf-pack operations during the months they do not conduct a Sobriety Checkpoint.

During one Sobriety Checkpoint they will contact over 400 people informing them of the dangers of drinking and driving.

### PROBLEM IDENTIFICATION:

The City of Creve Coeur Missouri is located in St. Louis County. The volume of traffic through the City is in excess of 300,000 vehicles per day. The City currently ranks 28th, in the State for alcohol related crashes out of 317 cities. The major roadways that pass through the City are: I-270, Rt. 340 (Olive), Rt. 67 (N. Lindbergh), Rt. JJ (N. New Ballas), and Rt. AB (Ladue) There is a high volume of traffic as well as a high volume of intoxicated drivers. This is due to the location of the City of Creve Coeur. The city is located west of St. Louis where numerous sporting events are conducted and the patrons of those events leave these establishments driving home by connecting highways and roadways. This creates an additional danger to the motoring public already on the roadway. In the City of Creve Coeur are two major hospitals, one having a level I trauma center, additionally the corporate home of Monsanto Corporation as well as numerous other corporate facilities

### **GOALS AND OBJECTIVES:**

GOALS:

· Decrease crashes related to these offenses by 5% over baseline data

### **OBJECTIVES:**

- 1. Targeted Population (i.e., speeders, aggressive drivers, young drivers): Impaired and drunken drivers, no seatbelt operators, and aggressive drivers.
- 2. Enforcement Location(s): High alcohol related offense locations
- 3. Number of Officers assigned to each enforcement period:
- 1 Supervisor, 5 officers
- 4. Times of enforcement periods: Evening
- 5. Duration of each enforcement period:
- 4 hours
- 6. Number of enforcement periods per month: 1 per month for 6 months out of the year.
- 7. Days of week selected for enforcement periods: Weekends; Friday nights at selected locations.
- 8. Months (or special event) selected for enforcement periods: March, April, May, June, July, August, September, October, November, December

### **RESULTS:**

Creve Coeur Police Department conducted six sobriety checkpoints during the grant period making a total 45 driving while intoxicated arrests.

### **FUNDING:**

410: \$5,107.20

### **HS CONTACT:**

Bill Whitfield P.O. Box 104808 1719 Southridge Jefferson City, MO 65110-4808 573-751-4161

## SOBRIETY CHECKPOINT ACTIVITIES ANNUAL REPORT 2004/2005

Project Number: 05-J7-03-25

Fiscal Year: 2004/2005

Agency Name: Creve Coeur Police Department

Hours of Checkpoint	30
Total Number of Sobriety Checkpoints	6
Total Number of Cars Stopped	1758
Total Number of Times Video Camera Used	6
Total Number of Times Videotape Used in Court	1
Total Number of Times PBT Used	47
Total Number of Times PBT was the Only Probable Cause Test Used	0
Total Number of Man-Hours	133
Total Number of Dollars Spent	\$5,106.83

ARREST TOTALS				
DWI	45			
Drugs	11			
License Violations	0			
Total BAC	30			
Total Refusals	6			
Total Seat Belt Violations	0			
Total Child Restraint Violations	0			
Other	90			

Age of Arrested DWI: 16-20 # 7 21-29 # 15 30-39 # 10

40-50 # 1

50+#0

Date Submitted: 10/04/2005

Reporting Officer's Name: Lt. Glenn Eidman

# Annual Report 2005

PROJECT TITLE:

PROJECT NUMBER:

Sobriety Checkpoint

05-J7-03-20

**PROGRAM AREA:** 

JURISDICTION SIZE:

Alcohol

35,596

TYPE OF JURISDICTION:

TARGETED POPULATION:

Rural

All drivers

**AGENCY NAME:** 

**AGENCY CONTACT:** 

Cape Girardeau Police Dept.

Chief Carl Kinnison

### PROJECT DESCRIPTION:

The sobriety checkpoint enforcement time will be limited to one (1) night per month, with a minimum of five (5) per contract period. Sobriety checkpoints will be operated within the hours of 10:00 p.m. to 3:00 a.m. These hours will be flexible upon request of the agency and the approval of the Highway Safety project coordinator. The enforcement activity will be limited to Friday or Saturday night or holidays.

The Highway Safety Division will be notified in advance of each enforcement date. Activity reports and logs will be submitted following the checkpoint.

The Cape Girardeau Police Department will issue a news release the week prior to the checkpoint and a follow-up the week after.

Supervisors for the sobriety checkpoint will attend a workshop (two days maximum) prior to the enforcement activity. Training officers will be present during all sobriety checkpoints. Every officer working overtime under this contract will be SFST (Standardized Field Sobriety Testing) certified.

Five (5) officers including a supervisor will be assigned to the sobriety checkpoint site; an operator to give breathalyzer tests will be available. The Highway Safety Division will reimburse a maximum of four (4) officers and one (1) supervisor per checkpoint

### PROBLEM IDENTIFICATION:

Motor vehicle crashes are the leading cause of death of Missourians ages 1 through 24. Cape Girardeau ranks among the top cities in Missouri for motor vehicle crash incidents. In 2003, the City of Cape Girardeau had a total of 1917 traffic crashes, with 53 being alcohol related. In addition, a total of 5563 hazardous moving violations were issued in 2003--2916 speeding, 57 careless and imprudent, 271 DWI, 2319 other non-hazardous moving violations.

In addition, seat belt usage rates have been surveyed and found to be 69%. A continued enforcement effort must occur to keep the safety belt usage rate moving upward.

Normal staffing within the Cape Girardeau Police Department does not allow for enforcement at

problem locations due to increasing calls for service. To continue reducing injuries and deaths resulting from traffic crashes, a persistent enforcement effort is necessary. Through overtime operations, the department can more effectively assign saturation enforcement officers to the specific traffic problem locations.

### **GOALS AND OBJECTIVES:**

Increase arrests related to these offenses by 5% over baseline data

### **RESULTS:**

Three sobriety checkpoints were conducted during the 2004/2005 grant year, with one checkpoint held in conjuction with the Missouri State Highway Patrol. Manpower shortages prohibited more checkpoint operations. There was a 40% increase in DWI arrests over baseline data. This was achieved through a combination of sobriety checkpoints and DWI saturations.

### **FUNDING:**

410: \$2,090.00

### **HS CONTACT:**

Mike Breckle P.O. Box 104808 1719 Southridge Jefferson City, MO 65110-4808 573-751-4161

# Annual Report 2005

PROJECT TITLE:

PROJECT NUMBER:

Sobriety Checkpoint

05-J7-03-14

**PROGRAM AREA:** 

JURISDICTION SIZE:

Alcohol

21,778

TYPE OF JURISDICTION:

**TARGETED POPULATION:** 

Rural

Intoxicated drivers

**AGENCY NAME:** 

**AGENCY CONTACT:** 

Belton Police Dept.

Chief James Person

### PROJECT DESCRIPTION:

Sobriety checkpoints will be conducted on and along the roadways identified. Checkpoints will be from 9:30 p.m. to 3:00 a.m. on Friday or Saturday nights during the listed months. Safety vests will be used to make officers more visible and make a safer work environment. The department will seek assistance from the Missouri State Highway Patrol, Cass County Sheriff's Department, and other members of the Cass County STEP organization to assist in the checkpoint(s) on US 71 Hwy.

### PROBLEM IDENTIFICATION:

The Belton Police Department has 37 full-time sworn officers with 24 being full-time patrol officers. There are currently two officers assigned to traffic-related duties. These officers are also required to handle routine calls for service when patrol officers are busy. Due to budget constraints in 2003 one traffic officer was reassigned to assist in staffing problems.

US 71 Hwy, a major artery going to and from the greater Kansas City area, runs through Belton. It also is a major route for motorists going to and from the several lake resort areas in the region.

Belton is ranked 43rd in the state for total traffic crashes. Belton ranks 37th for fatal / personal injury, 43rd for speed-related crashes and 24th for alcohol-related crashes for the 2001-2003 reporting period. During this period Belton reported 1,751 crashes. Six fatal crashes were reported in this period with two related to alcohol and two related to speed.

The city of Belton is in the middle of several roadway construction projects. The widening of MO 58 Hwy from N. Scott to the west city limits has resulted in traffic congestion and aggressive driving.

Traffic crash data for the calendar year of 2003 was analyzed to determine high crash locations and probable contirbuting circumstances.

### **GOALS AND OBJECTIVES:**

GOALS:

Increase arrests related to these offenses by 5% over baseline data Decrease crashes related to these offenses by 10% over baseline data

### **OBJECTIVES:**

- 1. Targeted Population (i.e., speeders, aggressive drivers, young drivers): Intoxicated drivers
- Enforcement Location(s):
   US 71 Hwy, MO 58 Hwy, MO Y Hwy, and N Scott Ave
- Number of Officers assigned to each enforcement period:
- 4. Times of enforcement periods: 9:30 p.m. to 3:00 a.m.
- Duration of each enforcement period:
   5.5 hours
- 6. Number of enforcement periods per month:
- 7. Days of week selected for enforcement periods: Friday or Saturday
- 8. Months (or special event) selected for enforcement periods: March, April, May, August, and September
- 9. Equipment, promotional, or supply items requested for this project: None

### **RESULTS:**

The Belton Police Department conducted 5 sobriety checkpoints with one being a multi-jurisdictional with Cass County S.T.E.P. agencies. There was a total of 2,146 vehicles checked resulting in 8 DWI arrests, 3 drug arrests, and 109 other violations. The department's goal was to reduce alcohol-related crashes by 10%. Alcohol-related crashes were reduced by 15%. DWI arrests increased by 6.5% which surpasses the goal of 5%.

### **FUNDING:**

410: \$4,710.00

### **HS CONTACT:**

Randy Silvey P.O. Box 104808 1719 Southridge Jefferson City, MO 65110-4808 573-751-4161

roun maniper or sourcely checkpoints	
Total Number of Cars Stopped	2146
Total Number of Times Video Camera Used	7
Total Number of Times Videotape Used in Court	
Total Number of Times PBT Used	17
Total Number of Times PBT was the Only Probable Cause Test Used	
Total Number of Man-Hours	141
Total Number of Dollars Spent	4566.69

ARREST TOTALS	* .
DWI	8
Drugs	2
License Violations	
Total BAC	6
Total Refusals	2
Total Seat Belt Violations	
Total Child Restraint Violations	
Other	101

Age of Arrested DWI:	16-20 #	21-29 #1_	30-39 #3_	40-50 #_1	50+ #
Date Submitted: 10-19	-2005				
Reporting Officer's Name	:_ Sgt Michae	1 Davis			

## Annual Report 2005

PROJECT TITLE:

PROJECT NUMBER:

DWI Enforcement

05-J7-03-13

**PROGRAM AREA:** 

JURISDICTION SIZE:

Alcohol

21,778

TYPE OF JURISDICTION:

TARGETED POPULATION:

Rural

Intoxicated drivers

**AGENCY NAME:** 

**AGENCY CONTACT:** 

Belton Police Dept.

Chief James Person

### PROJECT DESCRIPTION:

Overtime officers will be used to target intoxicated drivers. Enforcement periods will be from 7:00 p.m. to 3:00 a.m. on Tuesday, Friday or Saturday nights during the listed months. The video camera will be used to aid in the prosecution of offenders in court.

### PROBLEM IDENTIFICATION:

The Belton Police Department has 37 full-time sworn officers with 24 being full-time patrol officers. There are currently two officers assigned to traffic-related duties. These officers are also required to handle routine calls for service when patrol officers are busy. Due to budget constraints in 2003 one traffic officer was reassigned to assist in staffing problems.

US 71 Hwy, a major artery going to and from the greater Kansas City area, runs through Belton. It also is a major route for motorists going to and from the several lake resort areas in the region.

Belton is ranked 43rd in the state for total traffic crashes. Belton ranks 37th for fatal / personal injury, 43rd for speed-related crashes and 24th for alcohol-related crashes for the 2001-2003 reporting period. During this period Belton reported 1,751 crashes. Six fatal crashes were reported in this period with two related to alcohol and two related to speed.

The city of Belton is in the middle of several roadway construction projects. The widening of MO 58 Hwy from N. Scott to the west city limits has resulted in traffic congestion and aggressive driving.

Traffic crash data for the calendar year of 2003 was analyzed to determine high crash locations and probable contirbuting circumstances.

### **GOALS AND OBJECTIVES:**

**GOALS:** 

Increase arrests related to these offenses by 5% over baseline data Decrease crashes related to these offenses by 10% over baseline data

### **OBJECTIVES:**

- 1. Targeted Population (i.e., speeders, aggressive drivers, young drivers): Intoxicated drivers
- 2. Enforcement Location(s): US 71 Hwy, MO 58 Hwy, MO Y Hwy and N Scott Ave
- 3. Number of Officers assigned to each enforcement period: 1
- 4. Times of enforcement periods: 7:00 p.m. to 3:00 a.m.
- 5. Duration of each enforcement period: 4
- 6. Number of enforcement periods per month: 2
- 7. Days of week selected for enforcement periods: Tuesday, Friday, or Saturday
- 8. Months (or special event) selected for enforcement periods: February, March, April, May, October, and December
- 9. Equipment, promotional, or supply items requested for this project: Digital video camera

### **RESULTS:**

The Belton Police Department worked 10 days of DWI enforcement. A total of 62 vehicle stops were conducted with 3 DWI arrests being made. There were 79 other citations being issued. The department's goal was to reduce alcohol-related crashes by 10% and that goal was obtained. Alcohol-related crashes were reduced by 15%. The department's goal of increasing DWI arrests by 5% was obtained with an increase of 6.5%

### **FUNDING:**

410: \$4,688.00

### **HS CONTACT:**

Randy Silvey P.O. Box 104808 1719 Southridge Jefferson City, MO 65110-4808 573-751-4161 R-09-05

MoDOT Highway Safety Division

### GRANT ENFORCEMENT ACTIVITIES FY'05 ANNUAL REPORT

Project Number:_	05-J7-03-13	Agency Name:_	Belton	Polic ·	Department
rioject Number		Agency Name			

### **Enforcement Activity**

(Total of Summons & Warnings Issued) HMV Speed DWI Youth! Occupant Other Project Enforcement Protection Enforcement Alcohol Enforcement Enforcement (Please Describe) 3 **DWI Arrests** Following Too Close 2 Stop Sign Violation Signal Light Violation 7 Fail To Yield 2 C&I. Driving 21 Speeding Violations 12 Other HMV Violations TOTAL HMV 47 Seat Belt Violations Child Restraint Violations Other Non-HMV 35 **Violations** 82 TOTAL VIOLATIONS Number of 62 Traffic Stops Number of 42 Hours Worked

Total number of cra	shes for grant contra	act period (October	1, 2004 –	September 30, 2005)
Fatal4	Injury147	Property Damage_	457	
Reporting Officer's	Name: Sgt Michael	Davis		Date Submitted: 10-19-2005

# Annual Report 2005

PROJECT TITLE:

PROJECT NUMBER:

**Breath Lab Operations** 

05-J7-03-8

PROGRAM AREA:

**JURISDICTION SIZE:** 

Alcohol

5,000,000

TYPE OF JURISDICTION:

TARGETED POPULATION:

Statewide

**AGENCY NAME:** 

**AGENCY CONTACT:** 

CMSU Missouri Safety Center

Mr. Glenn Carriker

### PROJECT DESCRIPTION:

The Missouri Safety Center proposes to continue and expand the role of DWI support for the State of Missouri through the activities of the Breath Alcohol Lab as part of the foundation design for a safer roadway system. The need exists for consistent high quality training and support for the existing local and state agencies who conduct DWI enforcement statewide. This support is recommended in three critical areas: First, to provide training to local/state law enforcement officers as Type II and Type III's, and to provide those trained officers with updated information to meet the changing law and procedures as defined by Statute and Code of State Regulations as well as case law. This includes conducting full Type II Supervisor training, Type II update training for specific instruments, and Type III training as needed for local officers in the state who do not have access to the training through other quality programs. Second, support must continue to maintain the in-service status of current instrumentation statewide. The goal of the Breath Alcohol Program has been to maintain a 98% up and ready rate on instruments statewide. For the instruments under the program's control this has been maintained for the past 5 years, even through change over in instruments. This requires repair facilities, abiltiy to do remote repairs, parts inventory, and documentation of repairs by the lab for not only Missouri Department of Health but also for the court system of the State, Third, support has been given in the past by periodic instrument buys to replace older instruments. A change however, needs to be placed into the planning process to not only allow for change over of equipment but up-grading of equipment based upon changes in approved technology in the field of breath testing. The goal of phase three would be to replace a percentage of instruments each year on a rotational basis, concentrating on the heaviest volume instruments in the first two years of implementation. This phase complies with the Blueprints suggestion for "well trained and equipped law enforcement personnel."

### PROBLEM IDENTIFICATION:

A study commissioned by the Highway Safety Division was conducted in 1992. It provided recommendations on how to best address the changing needs of D.W.I. Enforcement within the State of Missouri. In that study it was recommended that funding be provided for the establishment of a state of the art lab, under the direction and authority of the Missouri Safety Center to provide support for breath test instruments statewide. This effort was targeted to move the state forward in advanced training for officers and supervisors who use and maintain the breath testing instruments, as well as standardization of instruments used in the state. At the beginning of 1993, in the 2004 Missouri's Blueprint for Safer Roadways, there are two critical points that guide

the future direction of the Breath Alcohol Lab Operation. Foundational need for "well-trained and equipped law enforcement personnel. The identication of 25% of fatal crashes involve alcohol. The Breath Alcohol Lab has been the cornerstone of local law enforcement's ability to detect and convict DWI drivers, by providing not only advanced instrumentation for evidence collection of impairment, but also the base line and advanced training needed by local and state officers to detect and arrest impaired drivers. The cornerstone of each officer trained by the Breath Alcohol Lab has been the inclusion of advanced detection methods (SFST) as part of the base curriculum. The Breath Alcohol Lab has been instrumental in the development of P.O.S.T. approved curriculum to provide training for not only Type II Supervisors but also Type III operators on infrared technology. The staff has worked with the Highway Safety Division, Missouri Department of Health, and law enforcement statewide to reduce the number of instruments on the approved products list down to the current level of two. This has led to considerable savings for the state and local governmental agencies due to consolidation of parts, supplies, and training.

#### **GOALS AND OBJECTIVES:**

#### Goals:

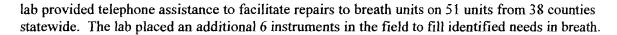
- 1. To provide training as need is identified for Type II Supervisor statewide for local and state law enforcement.
- 2. To provide training as need is identified for Type II Supervisor Up-date statewide for local and state law enforcement.
- 3. To provide training as need is identified for Type III Operators statewide for local and state law enforcement.
- 4. To provide training as need is identified for Regional Type III Operators statewide for local and state law enforcement.
- 5. To provide on demand repairs and preventive maintenance for local and state instruments statewide.
- 6. To provide a system to replace instruments on a percentage basis statewide and to address replacements to keep pace with new technology.

#### Objectives:

- 1. To conduct the required 44 hour Type II Supervisor Course(s) for up to 80 Officers statewide.
- 2. To conduct the required 16 hour Type II Supervisor Up-date Course(s) for up to 80 established Supervisors statewide.
- 3. To conduct the required 28 hour Type III Operator Course(s) for up to 60 Officers statewide.
- 4. To conduct the required 28 hour Type III Operator Course(s) regionally for up to 60 Officers at field locations statewide as need is identified and verified.
- 5. To provide service (repairs and maintenance) as needed to maintain local and state instruments for DWI Testing.
- 6. To design and implement a system to allow for percentage replacement of breath testing instruments statewide each year for both local and state instruments. Targeted to 80 instruments per year based upon 20% of total instruments statewide.

#### **RESULTS:**

The Missouri Safety Center provided all contractual duties as stipulated in the contract to the law enforcement community of the State of Missouri. This included providing Type II Supervisor training to 53 new maintenance/training officers. Type II labs to 61 officers on specific instruments. The Center also provided 31 officers with Type III training on a regional basis and 35 officers Type III training at the lab in Warrensburg. The repair side of the lab provided servicing or repairs to 180 separate breath instruments from 80 different counties in the state. The



Seven local agencies received trade out instruments to allow for up grading of equipment in selected areas of the state. In addition the staff of the lab is facilitating the placement of 100 new digital simulators and surge protectors to the high volume testing locations around the state. This should provide for less legal challenges, based upon the older simulator technologies. Course ending evaluations show that attending officers provided a 4.85 out of 5.0 in the overall ranking for the value of the training.

## **FUNDING:**

410: \$156,935.93

## **HS CONTACT:**

Scott Turner P.O. Box 104808 1719 Southridge Jefferson City, MO 65110-4808 573-751-4161

# Annual Report 2005

PROJECT TITLE: PROJECT NUMBER:

Law Enforcement Training 05-J7-03-9

PROGRAM AREA: JURISDICTION SIZE:

Alcohol 5,000,000

TYPE OF JURISDICTION: TARGETED POPULATION:

Statewide Law Enforcement Traffic Officers Training

AGENCY NAME: AGENCY CONTACT:

CMSU Missouri Safety Center Mr. Glenn Carriker

#### PROJECT DESCRIPTION:

The Missouri Safety Center proposes to conduct SFST Basic Courses regionally around the state with each one consisting of 20 hours of instruction (16 hours of SFST and 4 hours of the Drug component) The intent of this action is to provide training in areas that do not have readily available access to programs using the NHTSA curriculum. All training provided by the Missouri Safety Center will be based upon the 2002 released NHTSA, SFST curriculum, and be taught by NHTSA certified instructors.

## PROBLEM IDENTIFICATION:

The task of identifying alcohol and drug impaired drivers on Missouri roadways is an on-going challenge given the complexity of the evolving traffic environment. There are increased demands and increased complexity in dealing with traffic enforcement especially with impairment of middle aged and older drivers. Further complicating the enforcement task is the lack of certified DWI detection training provided to local enforcement officers as part of their basic training and/or part of their continuing education training. While Standard Field Sobriety Testing (SFST) training has been consistently offered to field officers, there remains a large number of certified law enforcement officers that have not received the required levels of training (16 to 20 hours), as recognized by the courts as the minimum hours needed to be acceptable in the administration of field tests used as a basis for arrest. Another issue is the passage of defective information from officer to officer, which leads to administration of tests that are outside the acceptable proven methods of SFST field testing. There exists a strong need for high quality, curriculum specific, training to be administered at the regional or local level for field/street officers. This training needs to be consistent with the National Highway Traffic Safety Administration's standardized curriculum. Furthermore, this training needs to be offered into pocketed areas of the state where demonstrated training needs exist. Additionally, since many enforcement officers report seeing a large number or low BAC tests coupled with high impairment, the four-hour drug block needs to be added to all SFST training statewide to provide officers with skills and knowledge to detect this different type of impairment.

#### **GOALS AND OBJECTIVES:**

Goals:

1. To increase knowledge and skill levels of field officers who are making traffic stops in the correct administration of SFST including recognition of the effects of drugs on physical testing.

2. To provide SFST (20 hour) training at the regional level to increase the numbers of certified officers who are fully trained to administer field tests.

### Objectives:

- 1. In conjunction with Missouri Division of Highway Safety, determine statewide needs for SFST training at the local levels, and set classes for those locations around the state.
- 2. Conduct regional basic SFST 20 hour programs to provide training to areas of the state where needs have been determined or identified, using the latest NHTSA curriculum for the 20 hour course.

#### **RESULTS:**

Under this contract the Center was contracted to conduct Basic SFST training in 11 locations statewide, with priority on counties representing the top 80% on DWI fatal crashes. The Center did conduct 12 SFST Basic instructional courses (one additional for the Rock Port Area) with that training providing NHTSA certified training to 139 officers from 61 agencies and 20 counties. In addition, the Center was contracted to conduct SFST Instructor Training during this contract. The course was conducted in July and provided NHTSA certified training to 20 new instructors from 13 agencies in 10 different counties. All goals for this contract were met as per the contract.

#### **FUNDING:**

410: \$43,392.00

#### **HS CONTACT:**

Scott Turner P.O. Box 104808 1719 Southridge Jefferson City, MO 65110-4808 573-751-4161

# Annual Report 2005

PROJECT TITLE:

PROJECT NUMBER:

Youth Prevention & Awareness

05-AL-03-5

**PROGRAM AREA:** 

**JURISDICTION SIZE:** 

Alcohol

5,000,000

TYPE OF JURISDICTION:

TARGETED POPULATION:

Statewide

Young drivers, 15-20 years-of-age

**AGENCY NAME:** 

**AGENCY CONTACT:** 

**Highway Safety Division** 

Mr. Scott Turner

#### PROJECT DESCRIPTION:

This in-house memo project supports statewide youth programs and activities including:

Youth Incentives - The Highway Safety Division provides incentives to complement community/school based traffic safety activities.

Team Spirit Reunion - The Office of Highway Safety hosts a "Team Spirit Reunion" for all teams who have been trained during our Team Spirit Leadership Conferences since 1995. This is an opportunity to introduce new programs, re-educate teams on traffic safety issues and motivate teams of students and advisors. During this two-day event, students hear motivational speakers, attend workshops, share program ideas and participate in various activities.

#### PROBLEM IDENTIFICATION:

A young driver's inexperience combined with extreme risk taking has tragic consequences. Young drivers are substantially over-involved in traffic crashes. Over 40% of all deaths among 16-19 year-olds in the United States are a result of motor vehicle crashes. In the State of Missouri, during the year of 2002, there were 1,208 persons killed and 72,599 injured in traffic crashes.

Some contend that young drivers on Missouri roadways are simply hurting and killing themselves. A large number of persons being killed and injured in young driver involved traffic crashes are the young driver. However, a substantial number of persons dying and being injured in these crashes are not the young drivers and their actions in these incidents probably had not contributed to the cause of the collision. Of the 294 persons killed in 2002 Missouri young driver involved traffic crashes, 45.9% were the young driver and 54.1% were some other involved party. Of the 23,468 injured, 40.2% were the young driver while 59.8% were some other person involved in the incident.

Young drivers account for only 10.5% of all licensed drivers in the State of Missouri and continue to be significantly over-represented in their involvement in Missouri traffic crashes (31.0%). Behaviors more frequently associated with injury and death in motor vehicle crashes are non-use of safety belts, driver inattention, speeding and driving under the influence of alcohol or other drugs.



To reduce the number and severity of traffic crashes involving young drivers by increasing awareness of those at greatest risk.

#### **RESULTS:**

Safety belt resources, with prevention messages targeting young drivers, were purchased and provided to schools conducting traffic safety prevention programs aimed at increasing safety belt usage within their school. These incentives are also used as prizes for activities such as: Traffic Safety Trivia Week, Seat Belt Surveys, Every 15 Minutes Programs, Docu-dramas, Ghost Outs and Quick-Click Buckle Challenges. Resources purchased included:

100 - Quick-Click Challenge T-Shirts

500 - Buckle-Up Locker Mirrors

2,000 - Sunglass Clips

500 - CD Cases

200 - Docu-Drama Planning Guides

200 - Every 15-Minutes Planning Guides

The Team Spirit Reunion meals and lodging were funded out of the Cape Girardeau Safe Communities-Team Spirit program. Team Spirit pre-site packets, banners, speaker fees, misc. conference supplies including printing and postage for conference flyers and the "Team of the Year" plaque were provided to support the program.

Travel and expenses for the youth coordinator were provided from this project.

# **FUNDING:**

402: \$35,000.00

#### **HS CONTACT:**

Tempe Humphrey P.O. Box 104808 1719 Southridge Jefferson City, MO 65110-4808 573-751-4161

# Annual Report 2005

PROJECT TITLE:

Youth Alcohol - Team Spirit

PROGRAM AREA:

Alcohol

TYPE OF JURISDICTION:

Rural

AGENCY NAME:

Cape Girardeau Safe Communities

PROJECT NUMBER:

05-AL-03-3

JURISDICTION SIZE:

35,596

TARGETED POPULATION:

High School Students

AGENCY CONTACT:

Ms. Sharee Galnore

#### PROJECT DESCRIPTION:

Team Spirit was developed and demonstrated by the Pacific Institute for Research and Evaluation under a cooperative agreement with NHTSA and the Office of Juvenile Justice and Delinquency Prevention. Beginning in 1991, MADD took a lead role in sponsoring Team Spirit.

Team Spirit is a carefully developed three-day summer training program for students and their advisors. This model is designed to develop natural leadership skills, explore knowledge, attitudes and behavior related to substance use and impaired driving, and to promote prevention and alternative activities. The program has the potential to have a positive effect not only on the participants, but also on their schools and communities.

The teams attending the training develop an "Action Plan" to implement upon returning to their school. Action Planning includes the identification of specific traffic safety related problems, goals, and objectives to address the problems, and a time and task chart which outlines how the team members will actually meet their goals and objectives by implementing selected projects.

A teen staff member facilitates each school team through the Action Planning Process. A mandatory staff training is held 2 months prior to the conference. This training provides the staff with the opportunity to review the action planning process, conference agenda, and team assignments as well as volunteering for various conference tasks.

School teams are recruited regionally, however, this training is offered to schools throughout Missouri. Conference attendance is limited to no more than ten (10) teams with 8 students and two advisors per team. Letters with brochures and pre-registration forms are sent to school Superintendents, Principals, Counselors and special group advisors. Follow-up phone calls and pre-site visits are made to offer additional information, answer questions and to motivate and encourage teams to attend.

# PROBLEM IDENTIFICATION:

A young driver's inexperience combined with extreme risk taking has tragic consequences. Young drivers are substantially over-involved in traffic crashes. Over 40% of all deaths among 16-19 year-olds in the United States are a result of motor vehicle crashes. These crashes are both predictable and preventable and should not be accepted by society.

In the State of Missouri, during the year of 2003, there were 1,232 persons killed and 69,121 injured in traffic crashes. During this same year, 288 persons were killed and 21,233 were injured in young driver involved traffic crashes.

Young drivers account for only 10.4% of all licensed drivers in the State of Missouri and continue to be significantly over-represented in their involvement in Missouri traffic crashes (29.9%). Behaviors more frequently associated with injury and death in motor vehicle crashes are non-use of safety belts, driver inattention, speeding and driving under the influence of alcohol or drugs.

#### **GOALS AND OBJECTIVES:**

#### GOAL:

To reduce the number and severity of traffic crashes involving young drivers by increasing awareness of young leaders who, assisted by trained adult advisors, will implement projects and activities to address those at greatest risk in their schools and communities.

#### **OBJECTIVES:**

- increase participants' knowledge about traffic crashes including alcohol and other drug use that impairs driving and to explore attitudes and behavior related to these topics;
- increase participants' knowledge about choices and consequences related driving/riding in a motor vehicle:
- train and assist teams in developing an Action Plan that is presented at the Conference and submitted in writing to the Conference Coordinators;
- introduce participants to a variety of strategies for prevention and intervention of youth alcohol/drugs use and impaired driving; and other unsafe driving behaviors;
- empower youth to take a lead role in working with peers and adults to address issues related to the use of alcohol and other drugs and unsafe driving behaviors;
- help participants build social, leadership, and organizational skills in a supportive setting;
- train teams in the action planning process and provide on-going technical assistance to the teams as they implement their Action Plan;
- train team members through a variety of facilitated, structured activities, how to become a part of a cohesive team equipped to develop and implement action plans to create positive change in their school and community, and
- provide opportunities during the school year for all Team Spirit teams to participant in a joint activity with other trained teams throughout the state.

#### **RESULTS:**

The Team Spirit Leadership Training Conferences were held the week of July 24-30, 2005. A total of nineteen high school teams participated and successfully developed traffic safety prevention action plans to implement in their schools.

Nine teams were trained in Cape Girardeau during the 2005 Team Spirit Training held July 24 - 26, 2005:

Hazelwood East High School, Hazelwood, MO Oran High School, Oran, MO Central High School, Cape Girardeau, MO Jackson High School, Jackson, MO Francis Howell High School, St Charles, MO East Prairie High School, East Prarie, MO Bayless High School, St. Louis, MO Troy High School, Troy, MO Lesterville High School, Lesterville, MO

Ten teams were trained in Jefferson City during the 2005 Team Spirit Training held July 28-30, 2005:

Adrian High School, Adrian, MO
Ava High School, Ava, MO
Center High School, Kansas City, MO
Excelsior High School, Excelsior Springs, MO
Fair Grove High School, Fair Grove, MO
Hannibal High School, Hannibal, MO
LaMonte High School, LaMonte, MO
Lexington High School, Lexington, MO
Lincoln High School, Lincoln, MO
Owensville High School, Ownesville, MO

The following workshops were held during the conference(s):

- Traffic Crashes & DWI law
- Effective Communication
- State DWI Law and Choices & Consequences
- Every 15 Minutes Project
- Team Building & True Colors
- Victim Impact Panel
- Mock DWI Docu Drama Presentation
- Crash Dummies: Up Close & Personal
- Action Planning Process

The Team Spirit Reunion was held in Jefferson City, Missouri on April 4-5, 2005. Over 110 students and advisors representing twelve school teams attended. Lindbergh and Ray-Pec High Schools provided sessions to highlight successful programs in their respective schools. Additional workshops included: Working with the Media, Legislative Insight, MADD Alcohol EDU MoDOT "Survivor" and keynote presentations provided by Marcus Engel and Dr. Tim Crowley. Raymore-Peculiar High School was selected as the Team Spirit "Team of the Year" by the schools attending.

#### **FUNDING:**

402:\$85,000.00

# **HS CONTACT:**

Tempe Humphrey P.O. Box 104808 1719 Southridge Jefferson City, MO 65110-4808 573-751-4161

# Annual Report 2005

PROJECT TITLE:

Web-Based Server Training

PROGRAM AREA:

154 Alcohol Project

TYPE OF JURISDICTION:

Statewide

AGENCY NAME:

University of MO Curators

PROJECT NUMBER:

05-157-AL-1

JURISDICTION SIZE:

5,000,000

TARGETED POPULATION:

Drinking Drivers

AGENCY CONTACT:

Dr. Michael Warnock

#### PROJECT DESCRIPTION:

In December 2004, the on-line State of Missouri Alcohol Responsibility Training (SMART) was released. This web-based server training course was originally designed by the University of Nebraska-Lincoln and was modified for the State of Missouri. Each interactive module presents information in a variety of ways to meet multiple learning styles. The tone is conversational, supportive, and friendly even when the focus is on consequences. The module content and presentation accommodates a wide variety of educational backgrounds. There are links to relevant laws, policies, and web sites. Self-help and review activities and exercises provide practice and the opportunity to retake until successful and include hints and helps to facilitate the learning process. Content is presented in small, incremental steps that gradually spiral towards more and more complex scenarios.

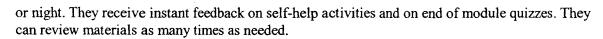
The training consists of the following topics:

- o IDs: Valid IDs, State Accepted IDs, Checking IDs, and Spotting Fake IDs.
- o What you should do when you have law violation.
- o Procuring alcohol for a minor.
- o Establishment policies and state laws.
- o Sales and service to intoxicated individuals.
- o Stopping service to intoxicated customers.
- o How to handle spontaneous fights.
- o Selling alcohol after hours.
- o Employees drinking on the job.
- o Officers requesting help during a disturbance.

### Program Features

Managers can add employees and add their establishment's policies completely online. They can view their employees' progress on module quizzes, delete employees that no longer work for them, edit their policies when they change, edit the manager's profile when a new manager begins working for them, and change their own or their employee's password. Managers can also access the full course modules and have access to online help information.

Employees can complete the program anywhere a computer and internet connection is available, including home, schools and public libraries. They can access the program at any time of the day



#### PROBLEM IDENTIFICATION:

Drunk driving is the nation's most frequently committed violent crime. National 2003 statistics indicated that 35% of all drivers ages 21-24 involved in fatal crashes were intoxicated--the highest percentage of any age group. Over 1,700 college students ages 18-24 die from alcohol-related injuries including car crashes each year; another 600,000 are unintentionally injured under the influence of alcohol each year. Two out of five college students binge drink (5 or more drinks at one sitting for men, 4 or more for women) and are more likely to damage property, have trouble with authorities, miss class, have hangovers, and drive while intoxicated. Recent research indicates that about 1/3 of college students drink for the purpose of getting drunk. Over 2 million college students drove under the influence of alcohol in 2001.

Missouri statistics are no better--of 182,624 traffic crashes in 2003, 4.6% involved drinking. As a result, 277 individuals lost their lives and 5,454 were injured in drinking-related traffic crashes. Young drivers (under 21) were involved in 22.6% of all the fatal traffic crashes. In 13.3% of these fatal crashes, the young driver's drinking condition contributed to the crash.

College students' behavior is shaped by their environment; if we are to change their behavior, we need to change that environment. High-risk drinking exists largely because college students live in an environment that promotes such behavior. Five primary factors contribute to the formation of this environment: 1) The widespread belief that high risk drinking is normative; 2) Alcohol is abundantly available and inexpensive; 3) Liquor outlets use aggressive promotions; 4) Laws and policies are not consistently enforced; 5) Students have a great deal of unstructured free time.

Colleges and universities need to use multiple strategies focused on creating an environment that encourages and supports students to make good choices about alcohol and proactively addressing the above-mentioned factors. When colleges work with their surrounding communities to decrease alcohol-related problems, both benefit. Environmental strategies demand that prevention efforts move beyond the campus into the broader community. By working with local bar and restaurant owners, colleges can work to curb alcohol availability and access to students, especially to underage students. The best on-campus policies cannot succeed if off-campus retail outlets continue to serve alcohol to underage or intoxicated student. Efforts need to be made to reach out to local officials to invite their participation in developing a comprehensive and community-wide approach to this problem.

One of the most important tools available to create and enhance safe environments is to train the servers/sellers of alcohol on how to serve alcohol in a safe, responsible and legal manner. Considerable research demonstrates that a well-implemented, responsible beverage service program can be effective in reducing the sale of alcohol to intoxicated persons and in preventing impaired driving.

#### **GOALS AND OBJECTIVES:**

GOALS:

- 1. Decrease illegal alcohol sales to minors in the bars and restaurants in Missouri.
- 2. Increase the number of servers that have successfully passed the server training program.
- 3. Decrease the number of people being over-served in bars and restaurants in Missouri.
- 4. Decrease the harms associated with the abuse of alcohol in Missouri.



- 1. Assist sellers/servers in reducing alcohol-related problems in their bars and restaurants:
- -- increase the servers'/sellers' knowledge and awareness of management's policies and procedures;
- -- increase the servers'/sellers' knowledge and awareness of state and local alcohol laws and polices;
- -- increase the incidences and effectiveness of servers/sellers who check the ID of individuals who look 27 years of age or younger and do not sell or serve alcohol to minors; and
- -- increase the awareness and understanding of servers/sellers as to the consequences of serving alcohol to an intoxicated customer and thus refusing service to that customer.
- 2. Provide an affordable, time-efficient, effective and accessible server training program for all servers/sellers of alcoholic beverages in Missouri:
  - -- provide an interactive on line training with videos, self-checks, and self assessment;
  - -- provide an ability to easily access this training through the internet 24 hours per day;
  - -- provide this training free of charge to the server and for the bar/restaurant owner; and
- -- provide feedback on completion of the RBTS to the trainee, the bar/restaurant owner and to the Missouri Division of Alcohol and Tobacco Control.
- 3. Provide a collaborative relationship between the Division of Alcohol and Tobacco Control, Missouri's Partners In Prevention (PIP), MoDOT's Highway Safety Division, the Missouri Youth and Adult Alliance (MYAA), the UMC Wellness Resource Center, the Missouri Restaurant Association and the bar and restaurant owners:
- -- create a statewide Responsible Beverage Server Training Advisory Board (RBSTAB) composed of representatives from the agencies listed above that will develop a plan for marketing and implementing the online program;
- -- work with Columbia's Access to Alcohol Action Team (campus/community coalition) and the Maryville coalition to pilot a program in September; and
- -- work with PIP and MYAA to ensure the bar and restaurant communities in each of the 12 cities within PIP and local coalitions in cities not covered by PIP are encouraged to participate in the program.

#### **RESULTS:**

Evaluation of this training began six weeks after the launch date with an online survey of behaviors and perceptions of all servers before and after they had taken the program. With the enrollment and certification data from the SMART administrative site, these are the main measures of success with this program to date.

- 1. PRE & POST DATA: (Data is retrieved from an online survey completed by the Truman School of Public Affairs. The pretest is done before the server enters the training and the post test is emailed to the server 4-6 weeks after certification. This was completed both by employee servers and volunteers.)
  - A. Frequencies (after SMARTcertification)
    - -- 108.7% increase in servers who say minors are never served alcohol
    - -- 47.5% increase in servers who say that intoxicated customers are never served alcohol
- -- 73.6% increase in servers who say that they have stopped serving someone who is intoxicated in the past week
- -- 62.4% increase in servers who say they have stopped serving someone who was underage in the past week
  - B. Comments--generally fell into categories of positive feedback, negative feedback, and how

this training has affected their ability to serve; written comments are available at the Highway Safety office.

## 2. ENROLLMENT & CERTIFICATION:

- a. 3,122 servers have been enrolled in the SMART program
- b. 2,202 of these have become certified, by passing both quizzes with 100% correct.
- c. Of paid restaurant/bar employees, 1,709 were enrolled and 997 were certified
- d. Of volunteers working at the Edward Jones Dome or Arrowhead Stadium, 1,411 were enrolled and 1,205 were certified
  - e. 157 establishments have enrolled in the program, covering 16 counties
  - f. 31 of the bars have reached the goal of 80% or more of their staff being SMART certified

#### **FUNDING:**

157 Incentive: \$77,814.00

#### **HS CONTACT:**

Tempe Humphrey P.O. Box 104808 1719 Southridge Jefferson City, MO 65110-4808 573-751-4161

# Annual Report 2005

PROJECT TITLE:

PROJECT NUMBER:

**DWITS Tracking** 

05-154-AL-7

PROGRAM AREA:

JURISDICTION SIZE:

154 Alcohol Project

5,000,000

N/A

TYPE OF JURISDICTION:

TARGETED POPULATION:

**AGENCY NAME:** 

Statewide

AGENCY CONTACT:

MO State Highway Patrol

Colonel Roger Stottlemyre

#### PROJECT DESCRIPTION:

This project will entail either personnel from the Highway Patrol's Information Systems Division or computer professionals from the private sector providing system maintenance, remedying any system malfunctions that surface, and construct and incorporate any necessary system enhancements. As noted earlier, three vital enhancements include an interface with the MIBRS, CI20, and local law enforcement agencies record management system. Law enforcement agencies throughout the state voluntarily report certain types of criminal incidents, including alcohol-related driving offenses, to the MIBRS. Approximately 60-70% of Missouri's population is covered by agencies that will be reporting to MIBRS. Additionally, an estimated 210 agencies currently report to REJIS, ALERT, or to their own records management system via an application developed by Smart, Global, or ITI. In order to enhance reporting and eliminate duplicate entry by law enforcement agencies of DWI arrest/incident information, efforts will be made to construct a system interface so information can be extracted from the aforementioned systems for inclusion into the DWITS. The same holds true for the interface with Cl20. The Patrol is re-engineering thier current arrest/incident/ investigation or crime reporting system. Information on felony alcohol-related driving arrests made by Highway Patrol members will be encoded into CI20. The system interface will allow information to be extracted from CI20 for inclusion into the DWITS

Personnel from the Highway Patrol Traffic Division, Information Systems Division, and/or contracted consultants will conduct at least one training seminar on the DWI Traffic System at each of the Patrol's nine troop headquarters. The training curriculum will be geared toward representatives from law enforcement agencies, prosecuting attorney offices, and courts. Training materials will be printed and disseminated to students that attend the training.

### PROBLEM IDENTIFICATION:

By September 2004, a new web-based Driving While Intoxicated Tracking System (DWITS) is expected to be in production for the state of Missouri. This system will provide a means to track Driving While Intoxicated (DWI) offenses through their full life cycle -- from arrest to final court disposition, and will work basically like this: A law enforcement officer makes an arrest for DWI. The arresting officer or designated clerk enters the arrest information into the DWI Tracking System via a web browser. Once entered, the data are immediately available to other authorized users making inquiries into the tracking system. Furthermore, the prosecutor's office

can access a DWI case via the tracking system and append their disposition. If the case goes to court, the court clerk can forward a disposition to the Highway Patrol for inclusion into the DWITS. The DWI Tracking System also provides a means for the state to conduct baseline, geographic, and demographic DWI analysis for the procurement of federal funds.

#### GOALS AND OBJECTIVES:

#### Goal:

Provide a system that can track a DWI offense from arrest through adjudication.

### Objectives:

- 1. Make certain the DWI Tracking System is operational 24/7, and construct and implement new applications/interfaces that will improve the system.
- 2. Enhance users (representatives from law enforcement agencies, prosecuting attorney's offices, and courts) knowledge of the DWI Tracking System by presenting an annual training seminar within approximately 100 miles (one way) of their jurisdiction.
- 3. Conduct training seminar on the DWI Tracking System at each of the Patrol's nine troop headquarters. The training curriculum will be geared toward representatives from law enforcement agencies, prosecuting attorney offices, and courts. Training materials will be printed and disseminated to students that attend the training.

#### **RESULTS:**

On January 24, 2005, the Traffic Arrest System / DWI Tracking System (TAS / SWITS) was rolled out to the MSHP Traffic Records Division and all nine MSHP Troops. On that date, all maintenance of the legacy system TAS / ADORS was ceased. On February 14, 2005, the system was rolled out statewide to all other law enforcement agencies, prosecutors, and courts requesting access.

#### Project Accomplishments:

- 1. A total of 582 users are currently registered for the TAS / DWITS. Of these, 211 are from the MSHP, 287 are from other law enforcement agencies, 28 are from prosecutor offices, and 56 are from courts.
- 2. Over 11 million traffic and SWI records dating back to the 1970's were converted from the legacy TAS / ADORS to TAS / DWITS. All records are stored online as opposed to the predecessor system, which archived millions of historical records to tape. The predecessor system required a programmer to write a job to retrieve data from historical records. This process was very labor intensive and inefficient. With TAS / DWITS, historical records prior to 1997 can be accessed by the MSHP instantly through the online application, and reporting of historical data can be conducted at any time.
- 3. A tool in TAS / DWITS was developed to query the Missouri Uniform Law Enforcement System (MULES) mainframe application for traffic arrest information via an Internet browser. All browser connections to TAS / DWITS require user authentication and are secured by SSL encryption. Prior to implementation of TAS / DWITS, agencies were required to have a dedicated network to conduct MULES inquiries. Although the ability to query via MULES via this network is still available, TAS / DWITS queries are currently utilized at a rate of 300,000 per month.
- 4. Region TAS / DWITS training was conducted in the nine MSHP troops from June 2005

through August 2005. This training was offered to all law enforcement, prosecutor, and court personnel interested in using the system. A total of 275 persons attended this training. At the request of the Kansas City Police Department, a second training session was conducted in Kansas City in late August 2005.

## **FUNDING:**

154: \$442,787.00

## **HS CONTACT:**

Scott Turner P.O. Box 104808 1719 Southridge Jefferson City, MO 65110-4808 573-751-4161

# Annual Report 2005

PROJECT TITLE:

PROJECT NUMBER:

Attorney Training & Travel

05-154-AL-3

PROGRAM AREA:

JURISDICTION SIZE:

154 Alcohol Project

5,000,000

TYPE OF JURISDICTION:

TARGETED POPULATION:

Statewide

AGENCY NAME: MO Dept. of Revenue

**AGENCY CONTACT:** 

Director Trish Vincent

#### PROJECT DESCRIPTION:

The General Counsel's Office is requesting to continue annual training for law enforcement, clerks, judges and prosecutors and respond to requests for individualized training during the period October 1, 2004 to September 30, 2005. The General Counsel's Office will work with the Missouri State Highway Patrol for sponsorship of the annual training program, room locations, POST Credit and possible coordination with any compatible training planned by Missouri State Highway Patrol. The General Counsel's Office will continue to work with the Department of Health and Senior Services to ensure that law enforcement will receive the most up to date information regarding breath testing. The attorneys in the General Counsel's Office will continue to attend alcohol related training seminars to keep abreast of the most recent developments in the area of alcohol litigation, legal issues, case law and law changes, both state and federal. This attorney training is necessary for staff members to be informed and expert in developing and providing the statewide training and to offer the best courtroom defense of alcohol related driver license suspensions possible. The General Counsel's Office will submit proposed newsletter articles to law enforcement, MDHS and the Office of State Courts Administrator to provide continued updates inbetween training sessions.

#### PROBLEM IDENTIFICATION:

The Department of Revenue, General Counsel's Office, in prior years has worked to develop law enforcement training in conjunction with the Missouri State Highway Patrol. Prior to developing this training there was a lack of coordinated communication between the courts, law enforcement agencies and DOR concerning alcohol related enforcement. Continuous personnel turnover, developing caselaw, changes in regulations, procedures, forms and law made it difficult to keep law enforcement, prosecutors and judges properly informed. This has caused mistakes and omissions due to a lack of communication which resulted in nonsuspension of drivers involved in alcohol related offenses.

Continued annual training is essential to reducing such mistakes, miscommunication and loss of cases. Current training is being conducted from July through September 2004 statewide. This training serves to educate law enforcement officers, clerks, prosecutors and judges regarding procedures and changes in what is required to successfully administer alcohol-related cases. The current training includes: updates to caselaw, new legislation, implementation information regarding concealed carry endorsements and how to read the new driving record and form updates

relating to alcohol enforcement. A bi-monthly newsletter for judges, prosecutors and court personnel with the most recent case updates, frequently asked questions and legislative and procedural changes is also being published. Because of past and current training DOR has had less problems with law enforcement testimony in court, more communication from law enforcement with questions regarding proper procedure to avoid mistakes on forms and better overall understanding of this area of law by courts and prosecutors. DOR has received additional requests for more specialized training at individual law enforcement facilities and has conducted training with individual police departments in conjunction with the Missouri Police Chiefs Association and police departments.

#### **GOALS AND OBJECTIVES:**

#### Goals:

The General Counsel's Office will conduct training seminars at all Troop Highway Patrol locations or law enforcement locations throughout the state during the grant period and will focus training in areas where problems have been noted or interest in such training has been expressed. The attorneys in the General Counsel's Office will continue to receive training approved by Missouri Division of Highway Safety. The General Counsel's Office will also revise and update the current prosecutor manual and create materials/manual for judge use in commercial driver license matters involving alcohol related violations and distribute the updates.

#### **OBJECTIVES:**

#### LAW ENFORCEMENT, JUDGE AND PROSECUTOR TRAINING

- 1. Dates, times, locations and agenda for all training will be submitted to the Highway Safety Division coordinator at least 30 days prior to the start of each training session.
- 2. Each training attendee will complete an evaluation form provided by DOR for the pertinent training session, critiquing the training provided.
- 3. Sign in sheets will be provided for each training session, including the name and business address for each attendee.
- 4. Attendee responses, along with a blank evaluation form and the participant sign-up sheet must be submitted to HSD no later than 15 days after the training has been completed.

#### **BI-MONTHLY NEWSLETTER**

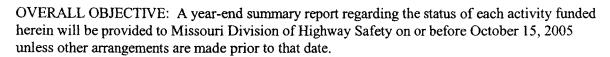
- 1. A minimum of three copies of each bi-monthly newsletter must be submitted to the program coordinator at the Highway Safety Office.
- 2. All material printed with the use of Highway Safety funds must have an inscription such as "the production and printing of this document was made possible through funds received from the Office of Highway Safety" or other similar acknowledgement of funding.

#### ATTORNEY TRAINING

- 1. The Highway Safety program coordinator must be notified in writing in advance of the attorney training desired.
- 2. Notification should include the name, place, date and cost of the desired training, along with the name(s) of the DOR attorney(s) who will be attending.

### PROSECUTOR/JUDGES MATERIALS AND MANUAL UPDATE

The existing prosecutor manual and some new judge materials/manual updating information concerning implementation of commercial driver license changes and driving record changes will be developed and submitted to the Highway Safety Coordinator for approval at least 30 days prior to mailing.



#### **RESULTS:**

DOR organized and presented ten law enforcement training seminars at nine locations throughout the state. DOR published a newsletter and a prosecutor trial desk book during the contract period to keep prosecutors, judges and law enforcement up to date on recent developments in case law, legislation and DOR forms and procedures relating to alcohol. DOR attorneys attended training offered by the Missouri Office of Prosecution Services related to DWI/Vehicular Homicide; DWI trial skills training offered by Missouri Prosecutor Services, field sobriety training by CMSU, AAMVA Region III conference, Missouri Bar DWI CLE, and the AAMVA Traffic Law Institute. The training received by the DOR attorneys has been valuable in preparing for hearings and trial and preparing training sessions for law enforcement, prosecutors, and court personnel. It is clear that the resources from this project have made it possible to educate court and law enforcement personnel throughout the state. Communications with different agencies have been improved and there is heightened awareness of the requirements and need for continued tightened alcohol enforcement efforts.

#### **FUNDING:**

154: \$22,499.92

#### **HS CONTACT:**

Scott Turner P.O. Box 104808 1719 Southridge Jefferson City, MO 65110-4808 573-751-4161

# Annual Report 2005

PROJECT TITLE:

PROJECT NUMBER:

**Alcohol Projects** 

05-QN1-03-11

**PROGRAM AREA:** 

JURISDICTION SIZE:

Alcohol

5,000,000

TYPE OF JURISDICTION:

TARGETED POPULATION:

Statewide

Local Law Enforcement Agencies

**AGENCY NAME:** 

**AGENCY CONTACT:** 

CMSU Missouri Safety Center

Mr. Glenn Carriker

#### PROJECT DESCRIPTION:

The project recommendation is two fold, to purchase under bid, new series technology digital simulators to replace older units in the field that are in question, based upon these court cases. These new replacement simulators will be provided to local law enforcement agencies that have not been able to purchase new technology simulators. Placement will be based upon volume of breath tests administered as the ranking of priority placement. Simulators will be bid to obtain the best possible pricing (value) for the state of Missouri. New simulators will be placed only with law enforcement agencies who are in current complience with maintenance requirements of Missouri Department of Health and Senior Services and have an assigned breath instrument through the Highway Safety Instrument Placement Program. Estimated cost of placement of 100 new simulators will be approximately \$56,120.00

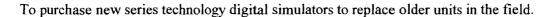
Secondly, a need exist for the purchase of about \$4,000.00 in key replacement parts for about 20 trade in DataMasters from the 117 units being turned in by the Missouri State Highway Patrol. This will allow for additional purchase of key re-build items such as detector boards, SCC boards and thermister for the units being re-built for field placement. It should be noted that the trade in units are seven plus years old and have had very heavy usage in some cases.

## PROBLEM IDENTIFICATION:

Missouri's Breath Alcohol Program has made great strides over the last eight years, reducing the number of approved breath alcohol instruments from 11 to 2 and moving to full pure infrared technology. Currently all breath test instruments used under implied consent testing in Missouri are current technology instruments. The identified problem/concerns with breath testing in Missouri is the calibration of the new systems with our current old technology wet bath simulators. Court cases around the nation have brought older technology simulators into question due to the ability of type II's to document the temperature based upon the visual readings on the glass thermometer which is challenging to read even under ideal conditions. Current new technology simulators are digital and fully calibratable, thus allowing for simple documentation of temperature reading variences. It makes sense for the state of Missouri to move forward to the newer technology simulators to eliminate this potential error factor in our testing process.

# **GOALS AND OBJECTIVES:**

Goal:



## Objective:

Provided simulators to local law enforcement agencies that have not been able to purchase new technology simulators.

## **RESULTS:**

The purpose of this grant was to purchase new simulators and stands for local law enforcement agencies across the state of Missouri. 100 new technology simulators and stands were purchased and distributed under this grant.

## **FUNDING:**

163:\$60,000.00

# **HS CONTACT:**

Scott Turner P.O. Box 104808 1719 Southridge Jefferson City, MO 65110-4808 573-751-4161

# Annual Report 2005

PROJECT TITLE: PROJECT NUMBER:

Equipment 05-QN1-03-8

PROGRAM AREA: JURISDICTION SIZE:

Alcohol 5,000,000

TYPE OF JURISDICTION: TARGETED POPULATION:

Statewide 5.5 million

AGENCY NAME: AGENCY CONTACT:

Highway Safety Division Mr. Scott Turner

#### PROJECT DESCRIPTION:

The Missouri Safety Center bid and purchased under new or existing contracts identified equipment for the Missouri State Highway Patrol. This includes DataMaster Breath Instruments, PBT's, replacement simulator thermometers, and Digital thermometers for calibration.

### PROBLEM IDENTIFICATION:

The Missouri State Highway Patrol has identified a need to replace breath instruments being used throughout the State. The instruments being used have reached or surpassed their suggested life span.

#### **GOALS AND OBJECTIVES:**

Goal:

To update the Breath Testing Instruments being used by the Missouri State Highway Patrol.

#### Objective:

To purchase Breath Testing Instruments, PBT's, Simulator Thermometers, and Digital Thermometers.

### **RESULTS:**

Based upon identified need for up-dating/grading breath testing and support equipment used by the Missouri State Highway Patrol, the Missouri Safety Center in partnership with the Highway Safety Division of MoDOT bid and purchased the following items of Breath Testing equipment to support the DWI efforts in all 114 counties of the state of Missouri. 129 New Datamaster Breath Instruments - currently on bid with the state, 100 SD2 BPT Units, 49 Simulator Thermometers, and 10 Digital Thermometers to be used in calibration of simulators by MSHP. In addition with the cost saving of the bid on the PBT's some additional part stock was purchased to allow for rebuild on the trade in breath instruments from MSHP. These rebuilt units will be issued out to smaller local agenices where a demonstrated need for breath testing equipment exists.

#### **FUNDING:**

163:\$613,480.00

# HS CONTACT:

Scott Turner P.O. Box 104808 1719 Southridge Jefferson City. MO 65110-4808 573-751-4161

# Annual Report 2005

PROJECT TITLE:

Youth Alcohol

PROGRAM AREA:

154 Alcohol Project

TYPE OF JURISDICTION:

Statewide

AGENCY NAME:

MO Div. of Alcohol and Tobacco Control

PROJECT NUMBER:

05-154-AL-4

JURISDICTION SIZE:

5,000,000

TARGETED POPULATION:

Underage Drinkers / Drivers

AGENCY CONTACT:

Mr. Dale Hardy Roberts

## PROJECT DESCRIPTION:

The Alcohol Safety Awareness and Prevention (ASAP) project is an educational and enforcement project designed to reduce the number of minors attempting to purchase alcoholic beverages and to increase the community's awareness of the issue. ASAP is aimed at prevention as well as enforcement. Since the inception of this grant, there have been 3 main enforcement components in the program - Badges in Business, Server Training, and Party Patrol/JETs - and the program has focused on certain prime times, or high incident events, when underage drinking is consistently problematic, such as proms, graduations, sporting events, holiday weekends and community festivals. ASAP coordinates these 3 program components with local law enforcement and community activities during the high incident event, to combat the underage drinking problem. Each of the Division of Alcohol and Tobacco Control's three enforcement districts pre-select communities within their areas that have demonstrated persistent problems with underage drinking. The district targets a particular high risk event, or a particular time period during which underage drinking is a consistent problem, and saturates the area with public awareness information, education programs, and enforcement efforts. An enforcement strategy and partnership with local law enforcement is coordinated. The program components are:

Badges in Business: Alcohol and Tobacco Control agents will pose as employees or customers in retail alcohol establishments for the purpose of enforcing Missouri's liquor control laws which prohibit the sale of alcoholic beverages to minors. This program allows retailers, local law enforcement and the Division of Alcohol and Tobacco Control an opportunity to form a partnership to curb underage alcohol consumption. Minors who show fake identifications or who otherwise attempt to purchase alcohol will be arrested and prosecuted by local authorities. This program has been very successful in building good working relationships between the Division of Alcohol and Tobacco Control and licensed establishments throughout the state.

Server Training: This educational workshop will be performed by a designated Liquor Control agent and will provide licensees, their employees and local law enforcement agencies with a clearer understanding of state liquor laws. This program's primary purpose is to prevent violations by educating and informing alcohol sellers of their responsibilities and encouraging them to make responsible decisions. The focus of this training will be on illegal sales to minors, fake IDs, demonstrations on age verification devices, sales to intoxicated persons, third party sales, after hours sales, delivery and consumption of alcohol, and limitations on "happy hours".

Party Patrol/JET (Joint Enforcement Teams): During a special, high-incident neighborhood event, the Division of Alcohol and Tobacco Control will join forces with local law enforcement to establish a visible presence in the community and at the special event. Division agents will "patrol" and saturate the event and surrounding community. On occasion, in order not to compromise the identity of local agents who primarily work undercover, the Division will provide agents from neighboring districts. The agents will check identifications and issue summonses or violations as they occur. Party Patrol will include patrols for third-party sales, and agents will issue summonses to adult providers as those incidents occur. Although the primary purpose of the party patrol is to establish a presence to deter the sale and consumption of alcoholic beverages to minors, the agents will be in constant communication with local law enforcement and therefore will be able to report and assist in the deterrence of any unlawful activity. The Division will also meet with local law enforcement and community organizations sponsoring the event to coordinate enforcement efforts and to establish procedures and protocols. Many areas of the State experience certain time periods, not necessarily tied to a particular event, during which underage drinking is a particular problem. This is especially true in small- and medium-sized communities. JETs will combat underage drinking in these situations. Local law enforcement agencies and communities routinely contact the Division for the Division's expertise. Often, this occurs after increases in alcohol-related traffic crashes involving minors or increases in DWI incidents involving minors. The Division will join forces with local law enforcement and communities in these cases, to establish a presence in the community for a designated time period and to increase public awareness of underage drinking and its consequences. The Division will meet with local law enforcement and community organizations to coordinate enforcement efforts and to establish procedures and protocols. Depending upon the size of the community and of the local law enforcement agency, the Division will partner with that agency to the extent feasible and establish enforcement "teams" which will focus exclusively on underage drinking enforcement for the designated weekend or other time period. JETs will include walkthroughs of licensed establishments and patrols for third party sales, and teams will specifically patrol parking lots and sites where underage minors congregate. Through the partnership with local law enforcement, agents will also be able to report and assist in the deterrence of any unlawful activity. The Division will use press releases and other announcements to inform the general public of the Division's presence.

#### PROBLEM IDENTIFICATION:

There are tremendous costs associated with underage drinking, in terms of both economic loss and personal tragedy. In economic loss, youth alcohol use costs the nation over \$58 billion annually as a result of traffic crashes, violent crime, burns, drowning, suicide attempts, alcohol poisoning, fetal alcohol syndrome and alcohol abuse treatment costs. This equates to \$216 per year for every man, woman and child in the U.S. It includes nearly \$36 billion in alcohol-related violent crime costs, over \$18 billion in traffic accident costs, and over \$1.5 billion in costs of suicide attempts (fatal and nonfatal).

In 2002, there were an estimated 42,815 persons killed in traffic crashes nationwide (up 1.5% from 2001) and 2,926,000 people injured (NHTSA 2004). Of the 42,816 fatalities in 2002, an estimated 41% (or 17,419 people) were alcohol-related deaths, a slight increase from 2001. Of drivers aged 16-20 involved in fatal crashes, the percent who were intoxicated ranged from 8% for drivers aged 16 to 26% for drivers aged 20. In Missouri alone, there were 1,208 traffic fatalities in 2002, and 292 of those were alcohol-related. The Highway Patrol made 10,800 DWI arrests in 2002. Add in local jurisdictions and the total becomes more than 38,231. The Missouri Division of Alcohol and Tobacco Control, with its concentration on underage drinkers, alone arrested more



#### **GOALS AND OBJECTIVES:**

Goal # 1

To reduce the number of minors attempting to purchase alcoholic beverages, increase retailer compliance with liquor laws and develop community awareness on the issues of underage drinking and sales to intoxicated persons.

#### **Objectives**

The Division will increase compliance with state liquor laws and community awareness on issues related to underage drinking by providing educational, preventive and enforcement programs to communities with persistent problems. Each of the Division's three enforcement districts will choose target sites within their areas that have demonstrated a need for attention. The Division intends to focus on those areas which have demonstrated persistent problems with underage drinking. College and resort communities will be a primary focus. Saturations will take place during peak periods, such as the opening of fall classes in college communities, prom nights, holidays in metropolitan areas and summer weekends in resort areas. Licensees within those areas will be contacted and encouraged to participate.

Each district will select an area of need and coordinate an appropriate enforcement strategy, which may include Server Training, Badges in Business, Party Patrol, and JETs. When possible, the ASAP project will be coordinated with local law enforcement agencies and their sobriety checkpoints.

During the targeted event Badges in Business, Party Patrol, and JETs investigations will saturate that area for a specific time period. The district will attempt to perform as many investigations as possible, depending upon the size of the community and of the event, using both their personnel and any personnel necessary and available from other districts. The saturation will usually last one or two nights (depending on funding and availability).

Each Badges in Business investigation will usually have at least two to three agents present during the operation. It is suggested that more than one agent be present to ensure officer safety and more successful prosecution. During the investigation the agents will observe the premise and pose as patrons or employees, but will not participate in alcohol sales. As underage patrons enter the premise and attempt to purchase alcohol, the licensee or his employee will first check the youths' identifications. If the employee feels an identification is false or a youth is underage, then an agent will question the youth and check his identification, using the age verification device with other methods. Once the agent determines that the youth is underage, the agent will issue the youth a summons for violation of the state's liquor control laws.

In addition, the Division's Party Patrol unit or JETs will have agents patrolling the target area. The agents will partner with local law enforcement and neighborhood associations.

#### Goal #2

To properly educate owners of liquor establishments, employees, local law enforcement agencies, community organizations and schools by providing information and educational workshops that will result in a clearer understanding of the state liquor laws.

### Objectives

The Division will conduct Server Trainings to educate retailers and law enforcement on Liquor Law. This program will help renew the commitment between the retailer and law enforcement in the prevention of underage drinking and other liquor law violations. The Division will also provide ID Checking Guides to enforcement personnel and to licensees who attend Server Training. These guides detail acceptable forms of ID in all 50 states. They are indispensable to agents in their work. Retailers also rely extensively on these guides in the daily operation of their businesses and the guides will prove indispensable to licensees. The Division will also provide a lawbook to licensees who attend Server Training.

To ensure that the Division is providing the best information to alcohol servers and the public, the Division must have well-trained enforcement personnel. Although the Division's enforcement personnel have superior knowledge of the liquor laws in the State of Missouri, they must continue to expand their knowledge and compare ideas with other agencies. The Division will send enforcement personnel to training, through the National Liquor Law Enforcement Association. This is quality annual training and addresses only alcohol-related training and enforcement issues. The Division is already a member of the NLLEA, an association of state alchol regulators and agents, and the training would be indispensable to agents. In addition, the Division will send personnel to the NLLEA National Conference and the OJJDP National Conference, both of which provide participants with the latest and most effective strategies for combating underage drinking.

#### Goal #3

Increase community awareness and provide access to information regarding the magnitude of underage drinking problems. Consolidate and distribute resource guides and prevention and intervention information to minors and adults.

### Objectives

Raising public awareness of underage drinking problems and consequences is vital to efforts to combat it. As part of the Division's saturation through ASAP of a particular area, the Division will create and disseminate to local broadcasters the results from area saturations. In addition, in order to reach an ever increasing diverse business community and local population, the Division will print its warning signs and informational pamphlets.

#### **RESULTS:**

During FY05 the Division's Agents conducted Party Patrol / JET saturations at the following events in District order (The following numbers do not include all Party Patrol / JET programs but represents a sample of the Target Areas. The number of arrests may include some BIB arrests since ASAPs are an all-encompassing enforcement project):

- 1. NWMSU Football in Kansas City (11/06/2004) = 46 Arrests
- 2. Big 12 Football in Kansas City (12/04/2004) = 54 Arrests
- 3. Mardi Gras in St. Joseph (02/05/2005) = 9 Arrests
- 4. Fat Tuesday Celebration in Springfield (02/05/2005) = 7 Arrests
- 5. St. Patrick's Day Parade in Kansas City (03/17/2005) = 48 Arrests
- 6. Royals Home Opener in Kansas City (04/11/2005) = 34 Arrests
- 7. City Market Concert in Kansas City (04/22/2005) = 8 Arrests
- 8. Rock Festival in Kansas City (06/11/2005) = 80 Arrests
- 9. Elk River in Pineville (07/23/2005) = 12 Arrests
- 10. MO State Fair in Sedalia (08/17&19/05) = 12 Arrests
- 11. MU's end of Semester in Columbia (12/09/04) = 9 Arrests

- 12. St. Robert & Rolla celebrations (12/10/04) = 4 Arrests
- 13. Truman end of Semester in Kirksville (12/15/05) = 5 Arrests
- 14. 4th of July at the Lake of the Ozarks (12/04&05/05) = 5 Arrests
- 15. Washington Town & Country Fair (08/08/05) = 8 Arrests
- 16. Memorial Day at the Lake of the Ozarks (05/27/05) = 9 Arrests
- 17. MU's start of Semester (08/26/05) = 31 Arrests
- 18. MU night before home football game in Columbia (09/16/05) = 64 Arrests
- 19. Rams v. Seahawks in St. Louis (11/14/04) = 22 Arrests
- 20. Bonne Terre / Farmington Saturation (12/03/04) = 3 Arrests
- 21. Soulard Mari Gras & Fat Tues. in St. Louis (02/05&08/05) = 120 Arrests
- 22. St. Patrick's Day Dogtown Parade in St. Louis (03/17/05) = 17 Arrests
- 23. NCAA Final Four Basketball Tournament in St. Louis (04/02/05) = 12 Arrests
- 24. Lincoln County Fair (07/15/05) = 1 Arrest
- 25. St. Louis Strassenfest (08/05/05) = 3 Arrests
- 26. Sikeston Rodeo (08/12&13/05 = 4 Arrests)

During the course of the grant year the Division conducted 68 Server Trainings across the State that trained 2,888 people. The following is a breakdown of the Server Trainings per District:

District	# of Programs	# Trained
Kansas City	21	419
Jefferson City	15	483
St. Louis	32	1986

The Division conducted 364 Badges in Business programs that resulted in over 300 arrests and over 115 fake IDs taken (the number of fake IDs taken during the BIBs represents only a portion of the fake IDs taken during the ASAP program). The following is a breakdown by District:

District	Arrests	IDs seized
Kansas City	126	67
Jefferson City	53	32
St. Louis	121	16

Over 910 Arrests were made utilizing ASAP funds in FY05.

#### **FUNDING:**

154: \$193,015.00

#### **HS CONTACT:**

Scott Turner P.O. Box 104808 1719 Southridge Jefferson City, MO 65110-4808 573-751-4161

# Annual Report 2005

PROJECT TITLE:

Youth Alcohol

PROGRAM AREA:

154 Alcohol Project

TYPE OF JURISDICTION:

Urban

AGENCY NAME:

Independence Police Dept.

PROJECT NUMBER:

05-164-AL-9

JURISDICTION SIZE:

116,832

TARGETED POPULATION:

Under age drinking drivers

AGENCY CONTACT:

Chief Fred Mills

#### PROJECT DESCRIPTION:

To address the youth alcohol offender problem along Noland Road during the summer months, 65three grant funded officers and one grant funded supervisor and one locally funded officer will be assigned to each project. They will seek out alcohol and drug violations such as DWI, Zero tolerance, hazardous moving violations, and possession of alcohol or drugs.

## PROBLEM IDENTIFICATION:

Independence has a four-mile stretch of Noland Road that has been identified as a location where youths congregate in very large numbers. This area along Noland Road between Highway 40 and Highway 78 is a four-lane business district. Several thousand youths from throughout the Kansas City Metro area frequent Noland Road as a cruising location every Friday and Saturday night. The summer months draw the largest numbers of cruisers. A major problem is underage consumption of alcohol in vehicles, traffic crashes, and numerous hazardous moving violations. The problem spills over onto adjoining streets and highways.

Independence experienced 47 alcohol-related crashes in 2003 where the driver was under the age of 21.

### **GOALS AND OBJECTIVES:**

## GOALS:

Increase arrests related to these offenses by 10 % over baseline data Decrease crashes related to these offenses by 5 % over baseline data Increase seat belt use rate from current rate of 65 % to 70 %

#### **OBJECTIVES:**

- 1. Targeted Population (i.e., speeders, aggressive drivers, young drivers): Young drivers, underage drinkers
- Enforcement Location(s): Noland Road
- 3. Number of officers assigned to each enforcement period:

4

4. Times of enforcement periods: 10:00 PM to 3:00 AM

Duration of each enforcement period:5 hours

6. Number of enforcement periods per month: 8

Days of week selected for enforcement periods: Friday and Saturday

8. Months (or special event) selected for enforcement periods: May, June, July and August

Equipment, promotional, or supply items requested for this project: None

#### **RESULTS:**

342 overtime hours of enforcement were conducted on Friday and Saturday nights from 10:00 p.m. to 3:00 a.m. This project was worked during May, June, July, and August along Noland Road.

19 arrests for DWI were made. Additionally, 186 HMV tickets were issued along with 28 seat belt violation tickets.

Alcohol-related crashes involving drivers under the age of 21 were reduced from the previous year from 48 to 34. A decrease of 14, or 29 %.

#### **FUNDING:**

164: \$32,000.00

#### **HS CONTACT:**

Randy Silvey P.O. Box 104808 1719 Southridge Jefferson City, MO 65110-4808 573-751-4161

# 2004/2005 MoDOT Highway Safety Grant Enforcement Activities Annual Report

Independence, Missouri Police Department 10/01/04 to 09/30/05

	Entire Police Department	Hazardous Moving Violation	Youth Alcohol Enforcement	DWI Wolf Pack	Red Light Running/Aggressive Driving
DWI Arrests	674	16	19	147	3
Following too close	616	27	4	6	8
Stop Sign	390	29	1	23	39
Signal Light Violations	1,157	314	23	44	251
Fail to Yield	544	7	2	4	4
C & I Driving	889	17	13	33	8
Speeding	7,240	1,487	64	400	286
Other HMV Violations	1,574	93	60	149	66
Total HMV Violations	12,335	1,990	186	806	665
Seat Belt Violations	3,560	595	28	121	185
Child Restraint Violations	97	21	1	4	11
Other Non HMV	13,199	646	243	512	470
Number of Hours Worked		1,719.5	342	1,633.25	721.5

# Crash Data:

3,359 total crashes from 10/01/04 to 09/30/05

11 Fatal

976 Injury

2,372 Property Damage

**Project Numbers:** 

HMV 05-PT-02-54

Red Lt/Aggressive Driving 05-PT-02-55

DWI Wolf Pack 05-PT-02-53

Youth Alcohol 05-164-AL-9

Reporting Officer: Sgt John Passiglia/631

Date: 10/18/05

# Annual Report 2005

PROJECT TITLE:

Speed trailers

PROGRAM AREA:

Alcohol

TYPE OF JURISDICTION:

Statewide

AGENCY NAME:

Highway Safety Division

PROJECT NUMBER:

05-QN1-03-6

JURISDICTION SIZE:

5,000,000

TARGETED POPULATION:

All Drivers

AGENCY CONTACT:

Mr. Scott Turner

#### PROJECT DESCRIPTION:

Funds will be allocated to increase enforcement in designated workzones statewide. Analysis will be conducted to determine if a workzone warrants law enforcement presence to slow traffic down before they enter a designated MoDOT workzone.

Speed measuring trailers will be provided to districts to use as an awarness tool for the motoring public to self adjust their speed to the posted speed limit set at that particular workzone.

Highway Safety will work with each MoDOT District and law enforcement agencies (MSHP, local and County) within those particular districts to determine the locations for enforcement, times of day, and days of week, type of enforcement and duration of enforcement periods.

Speed awarness trailers will be purchased and made available to each district if deemed necessary to help create public awarness on the speeds of motorists travelling into a particular workzone.

## PROBLEM IDENTIFICATION:

Each year MoDOT employees are subjected to the dangers of working in and around moving traffic. Even though workzones are posted and well marked the motoring public continues to ignore the posted speed limit signs and puts MoDOT employees at risk. Speed and inattention are typically the contributing circumstances to crashes occurring at these locations. In addition to MoDOT workers the motoring public puts itself at risk when they disobey workzone rules of the road.

#### GOALS AND OBJECTIVES:

Purchase speed monitoring awareness trailers for use in MoDOT districts and local law enforcement agencies.

#### RESULTS:

Seventeen speed monitoring awareness trailers were purchased and distributed to each MoDOT district as well as Jennings Police Department, Creve Coeur Police Department, Ozark Police Department and Jackson Police Department. These agencies will loan the trailers out to requesting agencies to increase awarness and enforcement on roadways where speeding has been identified as a crash causation. Three trailers are awaiting placement.

# **FUNDING:**

163:\$100,000.00

# HS CONTACT:

Bill Whitfield P.O. Box 104808 1719 Southridge Jefferson City, MO 65110-4808 573-751-4161

# Annual Report 2005

PROJECT TITLE:

PTS Coordination

PROGRAM AREA:

Alcohol

TYPE OF JURISDICTION:

Statewide

AGENCY NAME:

CMSU Missouri Safety Center

PROJECT NUMBER:

05-QN1-03-1

JURISDICTION SIZE:

5,000,000

TARGETED POPULATION:

HMV and DWI Drivers

AGENCY CONTACT:

Mr. Glenn Carriker

#### PROJECT DESCRIPTION:

The Missouri Safety Center is proposing the establishment of five enforcement zones for the 2005 funding year. These zones will be established based upon data collected and analyzed from crash data (fatal and personal injury) statewide. Targeted zones will be established in partnership with State and local law enforcement, will be designed to match peak crash periods in the targed locations. Each zone in the state will have its own media plan designed with information to target the identified traffic problem. This project will be run separate from the two proposed STEP waves, and will be designed to address seasonal needs statewide. The Missouri Safety Center plans to use the state enforcement task force to review crash data and decide on locations and times for deployment of the five planned H.E.A.T. campaigns. Each campaign will involve local, county and state law enforcement working together to impact the targeted roadway area. Each agency will receive a specific amount of funding to allow for overtime enforcement which will be matched with agency manpower on a one for one basis. This activity is in compliance with the identified need to support mobilizations in the Blueprint.

This wave will concentrate on DWI, Speed, Seat Belt and Child Restraint enforcement. The "You Drink and Drive You Lose" alcohol campaign wave will be conducted August 27 to September 12, 2004 this enforcement effort will target impaired driving. The Missouri Safety Center will contract with law enforcement agencies to conduct specifically target enforcement on specific roadways and at specific times that were deamed advantagous to establishing greater DWI enforcement. Each agency will be required to conduct overtime enforcement within their jursdictions to help increase public awarness and compliance with DWI laws. Each local agency will be required to supply data from their efforts to the Missouri Safety Center in a timely way to allow for reporting back statewide information to the media. The Missouri Safety Center will coordinate its efforts with the Missouri State Highway Patrol and the Highway Safety Divison of MODOT to make effective use of all public information releases. Reporting will be done after each wave to the Highway Safety Division of MODOT and will be inclusive of all enforcement, and funding data collected. A final summary report will be submitted to the Highway Safety Division - MODOT upon completion of the second wave. Activity agencies will undertake will be increased sobriety checkpoints, DWI saturation patrols and aggressive public information and education campaigns.

The Highway Safety Division will contact all current grantees and request the redirect their funds to work during the time frame of August 27th through September 12th 2004.

### PROBLEM IDENTIFICATION:

Many of Missouri's fatal and personal injury crashes are occuring both seasonally and regionally in the State. A good example is the area around Branson which attracts millions of tourists each year in the spring summer and early fall, but in the winter traffic volume is very low, and traffic crashes drop off dramatically. Also regionally in the state there are activities that occur durring specific periods that increase the risk of fatal and personal injury due to traffic volume and or alcohol consumption. A need exists to identify specific areas where increased enforcement and public information could impact traffic crashes in those areas statewide, and to develop a targeting plan to increase enforcement and media coverage to impact the crash issues during the given time, in specific locations.

Last year in Missouri 292 persons were killed and 5,894 were injured in drunk driving accidents. In reviewing alcohol related crash data for the past two years, it apprears that targeting counties within the state with a hard hitting DWI enforcement progam will be effective in detering at least some of the drunk driving crashes in the state.

A three year TMS analysis was done to determine the counties that ranked the highest in alcohol related injuries and fatalites during the months of August and September. These months were selected to correspond with the "You Drink and Drive You Lose" national campaign designed to deter drunk drivers. When analysis was complete the following counties were selected for targeted enforcement efforts St. Louis, St. Charles, Jefferson, Boone, Morgan, Miller, Camden, Greene, Jackson, Clay, Franklin, Cole. These counties had the highest number of DWI related crashes that involved serious injury or death.

#### GOALS AND OBJECTIVES:

In this project each zone will be evaluated by data collection prior to the targeted enforcement/media effort and that crash data will then be compared to the time frame when enforcement activities were conducted to determine if reductions were achieved. Special attention will be given to specific conditions such as weather or road construction in any targeted zone. The Missouri Safety Center will provide data regarding the results of each enforcement program to the Highway Safety Division - MoDOT, along with a summary document of the total results achieved during each contract period. Comparison data will be generated to study results from previous enforcement and seat belt usage in the spot surveys. Enforcement total information will be provided on each agency funded and the amount each agency received to conduct the overtime effort. All agencies will report on a modified SHP-135 activity report form.

### RESULTS:

During late spring the Missouri Safety Center in partnership with the Highway Safety Division selected 30 counties that represent the highest DWI fatal crash locations statewide. Those counties were then contacted to receive contracts to conduct overtime enforcement during the You Drink & Drive, You Lose campaign. Due to the national emergencies with hurricane Katrina along the gulf coast many of the local agencies were not able to fulfill the contracts. There were however 64 agencies that committed 331 officers for a total 2,485.15 hours of enforcement. A total of 254 DWI citations were written and over 3,600 vehicle stops were made with a total of 5,579 citations issued.

### FUNDING:

163: \$160,000.00

# HS CONTACT:

Bill Whitfield P.O. Box 104808 1719 Southridge Jefferson City, MO 65110-4808 573-751-4161

# Annual Report 2005

PROJECT TITLE:

CHEERS

PROGRAM AREA:

Alcohol

TYPE OF JURISDICTION:

Statewide

**AGENCY NAME:** 

University of MO Curators

PROJECT NUMBER:

05-QN1-03-7

JURISDICTION SIZE:

5,000,000

TARGETED POPULATION:

Drinking Drivers in University locales

AGENCY CONTACT:

Dr. Michael Warnock

## PROJECT DESCRIPTION:

Project CHEERS (Creatively Helping to Establish an Educated and Responsible Society) is a statewide designated driver program that has been operational for 19 years. The program has expanded to include 14 chapters across the state. A college, university or community group manages each chapter. Approximately 225 establishments now promote CHEERS and the message to always use a designated driver. The program has four main areas of focus:

- 1. Educate the college students in Missouri about the dangers of drinking and driving.
- 2. Educate the college students in Missouri about what it means to be a designated driver.
- 3. Encourage students to be or to use a designated driver.
- 4. Work with local businesses and communities to encourage them to utilize the program.

Participating chapters are from campuses across Missouri. The bulk of them also belong to the statewide Partners in Prevention (PIP) coalition, which promotes collaboration among campuses, program sharing, training opportunities, and resources. Chapters are responsible for advertising the program to the students and the community using the slogan "Working together to save lives." Approximately 161,000 college students receive the message throughout the academic school year. Each participating chapter receives promotional items to be distributed on campus and surrounding establishments. Posters have also been developed that list all of the participating establishments in the area and are used on campus, in the community and establishments.

The CHEERS Coordinator administers activities and is assisted by a graphic designer, an evaluation coordinator and a communications coordinator.

## PROBLEM IDENTIFICATION:

National 2003 statistics indicated that 35% of all drivers ages 21-24 involved in fatal crashes were intoxicated—the highest percentage of any age group. Over 1,700 college students ages 18-24 die from alcohol-related injuries including car crashes each year; another 600,000 are unintentionally injured under the influence of alcohol each year. Two out of five college students binge drink (5 or more drinks at one sitting for men, 4 or more for women) and are more likely to damage property, have trouble with authorities, miss class, have hangovers, and drive while intoxicated. Recent research indicates that about 1/3 of college students drink for the purpose of getting drunk. Over 2 million college students drove under the influence of alcohol in 2001.

Missouri statistics are no better. According to the 2003 Missouri Traffic Safety Compendium, young drivers (under 21) were involved in 22.6% of all the fatal traffic crashes in Missouri. In 13.3% of these fatal crashes, the young driver's drinking condition contributed to the cause of the crash.

## **GOALS AND OBJECTIVES:**

### GOALS

- 1. Increase the number of active Project CHEERS Chapters 5% by August 2005.
- 2. Increase the awareness of Project CHEERS 30% by August 2005.
- 3. Increase the number of participating businesses by 20 before August 2005.
- 4. Increase the number of students using or being a designated driver 10% by August 2005.

## **OBJECTIVES:**

- 1. Distribute materials to chapters on how to create and maintain a designated driver program.
- 2. Provide each campus with educational materials for use in presentations and resource fairs to encourage students to use a designated driver and to define what it means to be a designated driver.
- 3. Partner with the PIP coalition on a statewide impaired driving social-norming media campaign.
- 4. Contact public and private colleges/universities to convince them to enhance their CHEERS program or begin a CHEERS program. Initiate monthly contacts with each chapter. Create a reward/recognition system to encourage participation.
- 5. Continue to develop promotions for holidays and special events. Create customized posters and business cards listing local CHEERS establishments for each chapter. Distribute programming packets to each chapter with information and marketing ideas and documents to help recruit establishments and popularize the program among students.
- 6. Continue to develop promotional and educational items.
- 7. Create a partnership with PIEC (Partners In Environmental Change) coalition in an effort to work closely with law enforcement groups and local coalitions in each of the 12 communities.
- 8. Serve as a resource to the local chapters; improve the web site to provide stats, information, and links to useful local and national resources.
- 9. Partner with the statewide on-line server training program. The CHEERS Coordinator will serve on the server training advisory board.
- 10. Use the CHEERS list-serve to communicate with chapters.
- 11. Work more closely with non-college entities such as the Alcohol and Tobacco Control Division and the Missouri Youth/Adult Alliance to create chapters in non-college communities.
- 12. Continue to utilize the PIP effort to increase communications with the campuses
- 13. Continue to utilize local campus/community coalitions to gain support for CHEERS.

## **RESULTS:**

- 1. Establishments have relied heavily on the promotional items which include cups, pens, notepads, post-its, coasters, brochures, key chains and establishment posters.
- 2. In 2004, 27% of Missouri college students reported they have heard about the Project CHEERS program.
- 3. The number of Project CHEERS establishments has increased to more than 40 establishments (from 183 to 225), 19% more than last year. These numbers are based on the reported number of participating establishments across the state.
- 4. Use of a designated driver on the MU campus is not up 10% from 2004 as that would be more than 100% of MU students who used a designated driver. However, the number is very similar to last year which was almost 20% above 2003. This is likely due to a change in the Core question.

However, there is no statistical difference in the percentage as it is in the same margin of error.

2003: 74.2% of MU students surveyed used a designated driver 2004: 91.2% of MU students surveyed used a designated driver 2005: 89.0% of MU students surveyed used a designated driver

5. In comparison to last year, more PIP students are using a designated driver when they drink. Rates of designated driver use rose 15% from 72.1% in 2003 and 84.5% in 2004.

## **FUNDING:**

163: \$84,323.75

## **HS CONTACT:**

Tempe Humphrey P.O. Box 104808 1719 Southridge Jefferson City, MO 65110-4808 573-751-4161

# Annual Report 2005

PROJECT TITLE:

Think First Missouri

PROGRAM AREA:

Alcohol

TYPE OF JURISDICTION:

Statewide

AGENCY NAME:

University of MO Curators

PROJECT NUMBER:

05-J7-03-7

JURISDICTION SIZE:

5,000,000

TARGETED POPULATION:

Young Drivers/Corp. & Community Orgs

AGENCY CONTACT:

Dr. Michael Warnock

## PROJECT DESCRIPTION:

PROJECT #1: THINK FIRST CORPORATE/COMMUNITY TRAFFIC SAFETY PROGRAM The Think First Corporate/Community Traffic Safety Program delivers powerful traffic safety education presentations in worksite and community settings. Think First Voices for Injury Prevention (VIP) speakers provide compelling personal testimonies about their lives before and after their crash. This program has been enthusiastically received by hundreds of business and community organizations over the past 13 years.

## PROJECT #2: THINK FIRST FOR TEENS SCHOOL ASSEMBLY PROGRAM

The popular Think First for Teens School Assembly program features the dynamic testimonies of VIP speakers who sustained a brain or spinal cord injury due to a traffic crash. The VIPs describe their injuries, the causes of their injuries, why young people are so vulnerable, and ways to stay safe. The VIPs are dynamic, talented, well-trained speakers who capture the attention and memory of young audiences and serve as outstanding role models and peer educators for traffic safety.

### PROBLEM IDENTIFICATION:

Motor vehicle crashes are a leading public health problem in the United States, accounting for over 40,000 fatalities and approximately 3,000,000 injuries each year. The annual economic burden of these injuries is over \$200 billion.

During 2003, there were 1,232 persons killed and 69,121 injured in Missouri traffic crashes; 288 of those who died and 21,233 of those injured were in crashes involving young drivers. While young drivers account for only 10.4% of all licensed drivers in Missouri, they continue to be significantly over-represented in their involvement in traffic crashes (29.9%). Behaviors more frequently associated with injury and death in motor vehicle crashes are non-use of safety belts, driver inattention, speeding and driving under the influence of alcohol or drugs.

Traumatic brain injuries (TBI) and spinal cord injuries (SCI) are among the most serious of all injuries sustained in motor vehicle crashes. Motor vehicle crashes are the primary cause of TBI and SCI in the United States, accounting for approximately 50% and 44% of the injuries, respectively. In Missouri, motor vehicle crashes accounted for 44.8% of TBIs in 2000. Over 60% of these TBIs occurred among males, and a disproportionate number occurred in the 15-24 year old age group. Half (49.9%) of the spinal cord injuries in Missouri in 2000 were caused by motor

vehicle crashes. Similar to the demographics of TBI, the rate of SCI among young people (15-24 year olds) is disproportionately high.

## GOALS AND OBJECTIVES:

GOAL OF THE CORPORATE/COMMUNITY PROGRAM: To increase knowledge and awareness of the risks related to unsafe driving practices at the worksite and in community settings.

## OBJECTIVE:

Thirty (30) presentations will be delivered to worksites or community organizations statewide.

GOAL OF THE TEEN SCHOOL ASSEMBLY PROGRAM: To increase knowledge and awareness of the risks related to unsafe driving practices among young people, those most at risk for traffic-related deaths and injuries.

## OBJECTIVE:

Think First for Teens School Assembly Programs will be delivered to 55 Missouri schools.

## RESULTS:

- 1. The School Assembly Program was conducted in 75 schools reaching 19,912 students.
- 2. The Corporate/Community program was conducted at 51 sites reaching 4,031 adults.
- Printed 800 "We'd Like to Crash Your Party" reinforcement posters; distributed 400 statewide.
- Printed 350 copies of the "2005 ThinkFirst Voices for Injury Prevention (VIP) Speaker Directory" and distributed 300 statewide.
- Printed 5,000 copies of the new School Assembly Program brochure; 2,000 distributed.
- 6. Conducted the ADAM (Attentive Driving Always Matters) Campaign in partnership with the local CHEERS program. Two local schools received the month-long program reaching over 1,000 high school seniors. Nine sandwich-shaped wooden traffic safety message boards were placed in high traffic areas of the schools; ADAM static stickers were distributed.
- Participated in 35 conferences, exhibits and events reaching several thousand additional people.
- Conducted and/or participated in: 1) local National SAFE KIDS Week initiative; 2) 14 Young Traffic Offenders Programs at the University Hospital & Clinics; 3) Missouri Injury Prevention Advisory Committee (Chaired); 4) numerous local/state/national injury prevention initiatives and conferences; and 5) Missouri Coalition for Roadway Safety.

## FUNDING:

410: \$153,343.75

## HS CONTACT:

Tempe Humphrey P.O. Box 104808 1719 Southridge Jefferson City, MO 65110-4808 573-751-4161

## OCCUPANT PROTECTION

It is well recognized that one of the best forms of protection from death and injury when traveling in a motor vehicle is seat belts and child safety seats. In Missouri the usage rate for seat belts was 77.4% in 2005—up from the previous year when it was 75.8%, but still lower than the national average. Misuse of child safety seats is conservatively figured in the upper 70 percentile. This program area addressed means to encourage people to wear their seat belts (every time they are riding in a vehicle) and also to educate parents/caregivers on the proper installation and use of child safety seats.

The greatest effort in the Occupant Restraint area was implementation of Missouri's *Click It or Ticket* seat belt campaign. Paid advertising was used to produce radio public service announcements and billboards. Emphasis was placed on reaching the population of the general public with special emphasis on minorities.

In addition to funding activities in this program area with Regular 402 funds, the HSD received 157 Innovative funds to support the statewide seat belt and child safety seat surveys, and STEP waves to include seat belt usage. Some activities are also identified within the Public Information and Education program area.

## SECTION 157 INNOVATIVE GRANT FOR ENHANCED OCCUPANT PROTECTION INITIATIVES

Missouri applied for and received this grant, which allowed the state to enhance current countermeasure efforts. Enforcement plays a key role in the public's perception of the risk of arrest—if they see the laws are being enforced, they will hopefully drive in a safer manner. Activities supported from these grant funds capitalize on that. With the tight budgets that law enforcement agencies continue to operate from, it was decided that a statewide Special Traffic Enforcement Program (STEP) approach would facilitate a coordinated effort. It was also decided that a strong media campaign, coupled with law enforcement efforts, would have a greater impact.

In order to effectively determine misuse of child safety seats, and correct that misuse, parents/caregivers must be able to bring their vehicle and child safety seat to a certified technician to be shown how to correctly install their child safety seats. In order to accomplish this, individuals must be trained as certified child safety seat training Instructors. These instructors then train certified technicians who are equipped to check the safety seats for proper installation. Established locations, dubbed "fitting stations" have to be identified where the seats and vehicles can be brought for the proper check. To date, Missouri has a database of 26 Instructors, 446 certified technicians, and 92 operational fitting stations throughout the state.

BENCHMARKS

BENCH	MAKKS
Established	Result
Conduct a statewide observational seat belt survey in order to establish statewide usage rate.	Seat belt survey was conducted during the month of June, 2005.
Strive to meet or exceed the national seat belt use rate of 82% (Missouri's yearly rate: 2005 = 77.41%; 2004 = 75.88%; 2003 = 72.93%, 2002 = 69.37%, 2001 = 67.91%, 2000 = 67.72%, 1999 = 60.8%, 1998 = 60.4%	Survey results indicate the seat belt usage rate in 2005 is 77.41%, an increase of 1.53% from 2004 (75.88%).
Produce materials that educate the public on occupant protection laws and the importance of wearing seat belts all the time and using correctly installed child safety seats.	Occupant Protection brochures and posters (including those specific to Child Passenger Safety) continue to be mailed out to the general public and are distributed during exhibits throughout the year. These materials focus on the importance of using seat belts and the correct use and installation of child safety restraints.
Conduct observational child safety seat survey.	Missouri conducted its fifth CPS Usage Survey between March 20 <sup>th</sup> and June 4th, 2005. The current usage rate is 82%, a 5% increase over the reported 2004 restraint use rate of 77%.
Maintain a base of certified child safety seat technicians and instructors to show parents and/or caregivers proper installation of child safety seats; going into the 1999 training year, Missouri had 4 Certified Child Passenger Safety (CPS) Instructors and 11 Certified CPS Technicians while currently there are approximately 270 technicians, 27 of whom are instructors. The Highway Safety Division will host 2 courses per year and strive to certify 70 new technicians and at least 1 new instructor annually. These figures do not, however, include the courses that are offered	A base of certified child safety seat technicians and instructors has been established and can be located on the national cps website (www.nhtsa.dot.gov). Currently in Missouri there are 446 Certified CPS Technicians, 26 of which are Instructors. The Highway Safety Division hosted a CPS course in May and a recertification class in September of 2005.

on a local level that continue to increase the number of certified trainers throughout the state.	
100% correct use of child safety seats by parents/caregivers upon exiting checkups/fitting stations.	CPS technicians hosting check-up events ensure that every child leaves safer than when he/she arrived.  Parents/caregivers are educated about the proper use and installation of child safety seats.
Conduct a statewide training for child passenger safety on school buses. Representatives from each of the 521 school districts will attend "train the trainer" courses so that 8-hour classes can be offered to school bus drivers in each district.	A "train the trainer" course was held in October of 2005 Afterwards, the Missouri State Highway Patrol offered training around the state in each of the districts. A total of 198 individuals were trained.
Develop a safety belt campaign for teens.	Missouri identified three regions with low safety belt use by teens. Local Law Enforcement agencies were funded to enforce safety belt use in these areas. A public information campaign supported these enforcement efforts. Also, a campaign called "Restrain Yourself" was started by soliciting 30 second PSA's from Missouri High Schools. This campaign will continue into FY06.
Strive for a 2% increase in teen belt usage (2004 base year usage rate = 53.6%).	The 2005 teen belt usage survey revealed a usage rate of 56%. A 2% increase was achieved from last year.
Conduct a teen observational seat belt use survey annually.	The second teen belt usage survey was conducted during April 4 – 22, 2005, and will occur annually.
To decrease total young driver-related crashes by 2.0% annually.	2003-47,188=29.9%; 2004 – 28.9%. The goal of 2% was not attained, however, there was a 1% decrease
Train 4,000 motorcycle riders and 24 new instructors per year over the next five years.	During 2005, a total of 4,152 citizens received motorcycle safety training, a 20% increase from 2004. Eighteen new instructors were trained during the fiscal year.
Develop 3 educational campaigns (Drinking While Riding, Motorcycle Awareness, Proper Gear) to reach as wide as audience as possible.	Although the expansion of the PI&E program was not completed in FY05, artwork for billboards and bumper stickers has been designed in cooperation with the Motorcycle Safety Foundation.
Transition at least one mobile site to a permanent site per year.	The support for the mobile training sites continues until permanent sites can be established. Current records indicate there are 19 permanent sites to date.
Establish a base of certified bus driver trainers from each of the 521 school districts in the state who, in turn, will train drivers in their districts.	As training was conducted around the state, a base of certified school bus driver trainers was established and is maintained at the Highway Safety Division.

Strategies

	Strat	tegies
	Identified	Implemented
Con	nduct NHTSA-approved statewide seat belt survey in y:	The statewide seat belt survey was conducted in June of 2005.
1.		Data was collected from locations that represented 85 percent of the state. The survey was in compliance with guidelines in accordance with those recommended by the federal Intermodal Surface Transportation Efficiency Act.
2.	Counties will be divided into two groups—7 urban counties (50,000 + population) and 13 rural counties (<50,000 population)—for a total of 20 counties, as required by NHTSA guidelines. A Missouri Department of Transportation road segments database	<ol> <li>Seven urban counties and thirteen rural counties were selected for the survey according to NHTSA guidelines.</li> <li>Observation periods were 40 minutes and conducted each day of the week by data collectors.</li> </ol>
3.	is used to randomly select the sampling locations for each of the 20 counties. Data collectors (observers) will be used to record	
٥.	usage/non-usage of safety belts by drivers and front seat outboard passengers of: passenger vehicles; vans; sport utility vehicles; and pickup trucks.  Observation periods will be 40 minutes and conducted on each day of the week between the hours of 8:00	

a.m. and 5:00 p.m.	
Conduct Standardized Child Passenger Safety technical	A total of 19 new CPS technicians were trained during a CPS
training programs to increase number of certified	class that was held at the Lee's Summit Police Department in
technicians and instructors.	May of 2005.
Conduct child safety seat checkup events and educational programs through local law enforcement agencies, Safety Communities, and safety organizations such as SAFE KIDS.	In addition to checkup events sponsored by the Highway Safety Division, the SAFE KIDS Coalitions continue to hold several checkup events around the State. During the calendar year the local SAFE KIDS Coalition dissolved leaving no certified technicians to check car seats for the organization. The Highway Safety Division was contacted by the Jefferson City Police Department for assistance with these monthly car seat checkup events and two technicians from the HSD have been providing the service and will continue until additional CPS technicians can be certified.
Conduct observational child safety seat survey annually in	The Missouri Safety Center conducted an observational
June using the same 20 counties that were randomly	survey between March 20 and June 4, 2005, at 21 locations.
selected for the statewide safety belt survey.	
Conduct at least one Selective Traffic Enforcement Program (STEP) Wave with State Patrol and 60 local law enforcement agencies which will be augmented with collateral public information/awareness efforts such as press releases, observational surveys, and educational programs utilizing the <i>Click It or Ticket</i> safety belt campaign message.	"Click it or Ticket" and "You Drink, You Drive, You Lose" program mobilizations were implemented. Awareness efforts such as press releases, press conferences and paid media were enhanced.
Utilize input from young drivers, develop safety belt public	"Click It or Ticket" and "You Drink & Drive, You Lose"
awareness campaign(s) incorporating billboards, radio	program mobilizations were implemented. Awareness
PSA's, print advertisements, and information on websites.	efforts such as press releases, press conferences and paid
-2007 N.	media were enhanced.
Educate law enforcement officers on the safety belt provisions of Missouri's Graduated Drivers License law.	A pilot enforcement program was conducted with 17 local and county law enforcement agencies within MoDOT Districts 5, 7 and 10. The Missouri Safety Center subcontracted with these agencies to conduct targeted enforcement for safety belt compliance on young drivers operating motor vehicles on local roadways in and around
	targeted high schools.
Meet with appropriate partners to determine lead agency to	A meeting was held in August of 2004 and it was determined
Meet with appropriate partners to determine lead agency to coordinate CPS for School Buses training.	A meeting was held in August of 2004 and it was determined that the Department of Elementary & Secondary Education
	A meeting was held in August of 2004 and it was determined that the Department of Elementary & Secondary Education would be the lead agency. The Highway Safety Division
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coordinate CPS for School Buses training.  Schedule initial "Train the Trainer" course for Fall of 2004.	A meeting was held in August of 2004 and it was determined that the Department of Elementary & Secondary Education would be the lead agency. The Highway Safety Division coordinated the training with the Troop Headquarters of the Missouri State Highway Patrol.  A "Train the Trainer" course was held in October of 2004. Approximately 40 individuals attended from different regions of the state from agencies affiliated with school bus transportation.
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# Annual Report 2005

PROJECT TITLE:

PROJECT NUMBER:

Occupant Protection

05-OP-05-5

PROGRAM AREA:

JURISDICTION SIZE:

Occupant Protection

5,000,000

TYPE OF JURISDICTION:

TARGETED POPULATION:

Statewide

All vehicle drivers and passengers

AGENCY NAME:

AGENCY CONTACT:

MO State Highway Patrol

Colonel Roger Stottlemyre

## PROJECT DESCRIPTION:

In accordance with the current Click It - Or Ticket campaign MSHP will be an intregal part of the planning process that takes place six months prior to the enforcement waves that occur at the end of May 2005. Focus will be in the twenty safety belt survey counties of Clay, Jackson, Jefferson, Boone St. Charles, Platte, St. Louis City, Polk, Adair, Stoddard, Camden, Callaway, Lincoln, Newton, Webster, Lafayette, Christian, Lawrence and Johnson as well as others identified as critical to increase belt usage in the state. MSHP will focus enforcement on high crash roadways within the listed counties and enforce all traffic laws with a zero tolerance policy on non-belt usage. MSHP will conduct this high visibility enforcement with an aggressive PI&E campaign to notify motorists of the CIOT campaign.

## PROBLEM IDENTIFICATION:

The U.S. Department of Transportation's July 1984 rulemaking on automatic occupant protection began a wave of legislative action that resulted in the enactment of safety belt use laws in many states. The goal of those laws is to promote belt use and thereby reduce deaths and injuries in motor vehicle crashes.

In 32 of the states with belt use laws in 2002, the law specified secondary enforcement. That is, police officers are permitted to write a citation only after a vehicle is stopped for some other traffic infraction. Seventeen states and the District of Columbia had laws that allowed primary enforcement, enabling officers to stop vehicles and write citations whenever they observe violations of the belt law.

A 1995 NHTSA study, Safety Belt Use Laws: An Evaluation of Primary Enforcement and Other Provisions, indicates that states with primary enforcement safety belt laws achieved significantly higher belt use than did those with secondary enforcement laws. The analysis suggests that belt use among fatally injured occupants was at least 15 percent higher in states with primary enforcement laws.

Research has found that lap/shoulder safety belts, when used, reduce the risk of fatal injury to front-seat passenger car occupants by 45 percent and the risk of moderate-to-critical injury by 50 percent. For light truck occupants, safety belts reduce the risk of fatal injury by 60 percent and moderate-to-critical injury by 65 percent. Research on the effectiveness of child safety seats has

found them to reduce fatal injury by 71 percent for infants (less than 1 year old) and by 54 percent for toddlers (1-4 years old) in passenger cars. For infants and toddlers in light trucks, the corresponding reductions are 58 percent and 59 percent, respectively.

Among passenger vehicle occupants over 4 years old, safety belts saved an estimated 14,164 lives in 2002. At the high use rates achieved in other countries (85 percent), safety belts could have saved the lives of 16,865 passenger vehicle occupants over age 4 (that is, an additional 2,701) for the nation as a whole in 2002. If ALL passenger vehicle occupants over age 4 wore safety belts,21,317 lives (that is, an additional 7,153) could have been saved in 2002.

A driver involved in a 2002 Missouri traffic crash had a 1 in 3 chance of being injured if they were not wearing their seat belt. However, if they were wearing a seat belt their chances of being injured in the crash were 1 in 7. When examining driver deaths, the differences are much more dramatic. A driver involved in a 2002 Missouri traffic crash had a 1 in 46 chance of being killed if they were not wearing a seat belt. In those cases where a driver wore a seat belt, their chance of being killed was a 1 in 1,342.

## GOALS AND OBJECTIVES:

GOALS: (Goals must be set for each activity and must be measurable)

- · Increase arrests related to these offenses by 2% over baseline data
- · Decrease crashes related to these offenses by 2% over baseline data
- · Increase seat belt use rate from current rate of 75.88% to 79.00%

## OBJECTIVES:

- Targeted Population (i.e., speeders, aggressive drivers, young drivers):
   All drivers and passengers
- Enforcement Location(s):
   In accordance with current Click it Or Ticket campaign
- Number of Officers assigned to each enforcement period: Variable
- Times of enforcement periods:
   00am hours through 10:00pm hours
- 5. Duration of each enforcement period:
- 14 hours
- 6. Number of enforcement periods per month: 14 days
- 7. Days of week selected for enforcement periods: 14 consecutive days
- 8. Months (or special event) selected for enforcement periods:

May/June

## **RESULTS:**

The main goal of this project was to increase safety belt usage during the Click It Or Ticket campaign. The Missouri State Highway Patrol provided statewide enforcement during the May mobilization event. The safety belt usage increased from 75.88% to 77.41%.

## **FUNDING:**

402: \$100,650.00

## HS CONTACT:

Bill Whitfield P.O. Box 104808 1719 Southridge Jefferson City, MO 65110-4808 573-751-4161

## **GRANT ENFORCEMENT ACTIVITIES** FY'05 ANNUAL REPORT

Project Number: 05-J7-03-49, 05-OP-05-5, 05-PT-02-114 Agency Name: Missouri State Highway Patrol

**Enforcement Activity** 

(Total of Summons & Warnings Issued)

=	HMV Enforcement	Speed Enforcement	DWI	Youth Alcohol Enforcement	Occupant Protection	Other Project (Please Describe
DWI Arrests	194		119		16	
Following Too Close	57		13		21	
Stop Sign Violation	67		14		9	
Signal Light Violation		-				
Fail To Yield	44		19		15	
C&I Driving	147		42		52	
Speeding Violations	1979		400		1231	
Other HMV Violations	14		2		6	
TOTAL HMY VIOLATIONS (Total of the above categories)	2502		609		1350	
Seat Belt Violations	800		226		1549	
Child Restraint Violations	32		6		49	
Other Non-HMV Violations	989		406		732	
TOTAL VIOLATIONS	4323		1247		3680	
Number of Traffic Stops	5687		1918		4454	
Number of Hours Worked	3791.5		1452.5		2783	

Total number of crashes for grant contract period (October 1, 2004 – September 30, 2005)

Fatal 1006 Injury 45,851

Property Damage 135,386

Reporting Officer's Name: Bruce Clemonds Date Submitted: 11/14/05

# Annual Report 2005

PROJECT TITLE:

**OP** Training

PROGRAM AREA:

Occupant Protection

TYPE OF JURISDICTION:

Statewide

AGENCY NAME:

**Highway Safety Division** 

PROJECT NUMBER:

05-OP-05-2

JURISDICTION SIZE:

5,000,000

TARGETED POPULATION:

Caregivers/partners in Child Passenger Safety

AGENCY CONTACT:

Mr. Scott Turner

## PROJECT DESCRIPTION:

Funds will be used to purchase car seats and/or conduct child safety seat training classes around the state.

## PROBLEM IDENTIFICATION:

A recent survey indicates that 82% of Missouri children are restrained in child safety seats; which means that 18% are not restrained at all. Without an outlet to coordinate education regarding child safety seat use, law enforcement agencies, safety advocates, schools, health care providers, the judiciary, and the public in general, would often not have access to the most current information.

## **GOALS AND OBJECTIVES:**

To provide car seats for fitting stations, training materials and supplies, lodging and meal expenses for CPS classes.

## RESULTS:

A total of 19 new CPS technicians were trained during a CPS class that was held at the Lee's Summit Police Department on May 24-27, 2005. In addition, CPS for School Buses training was held in Jefferson City on October 28, 2004. This was a "train the trainer" class designed to educate individuals about correctly restraining children on school buses. These school bus safety advocates located around the state will return to their respective districts and train school bus drivers and/or related personnel in the school bus industry.

## **FUNDING:**

402:\$80,000.00

## HS CONTACT:

Pam Hoelscher P.O. Box 104808 1719 Southridge Jefferson City, MO 65110-4808 573-751-4161

# Annual Report 2005

PROJECT TITLE:

Low Income/Minority CPS

**PROGRAM AREA:** 

Occupant Protection

TYPE OF JURISDICTION:

Statewide

AGENCY NAME:

Highway Safety Division

PROJECT NUMBER:

05-J3-05-1

JURISDICTION SIZE:

5,000,000

TARGETED POPULATION:

Low Income/Minority families

AGENCY CONTACT:

Mr. Scott Turner

## PROJECT DESCRIPTION:

Funds will be used to cover the costs of training, re-training, supplies, printing, and travel expenses relating to child passenger safety education for low income/minority families. Funding may also be used for training for school bus drivers regarding the proper use and installation of child safety seats on school buses.

## PROBLEM IDENTIFICATION:

Motor vehicle crashes remain the leading cause of unintentional injury-related deaths among children under the age of 16 years in Missouri. According to the Missouri State Highway Patrol, in 2004 there were 59 fatalities and 6,918 reported injuries to children under age 16 due to motor vehicle crashes in Missouri. These injuries and fatalities occur when children ride unrestrained or are improperly restrained. It is estimated that approximately 70 percent of children who are placed in child safety seats are improperly restrained. However, results from local child safety seat checks around the State show a misuse rate closer to 95 percent. Furthermore, adult safety belts do not adequately protect children ages 4 to 8 (about 40 to 80 pounds) from injury in a crash. Although car booster seats are the best way to protect them, only six percent of booster-age children are properly restrained in car booster seats.

Lack of access to affordable child safety seats and booster seats contributes to a lower usage rate among low-income families. However, research shows that 95 percent of low-income families who own a child safety seat use it. Improving access to affordable child restraint systems and educating parents and caregivers about proper installation and use are key components to improving use rates in these communities.

## GOALS AND OBJECTIVES:

To provide car seats, training and materials and supplies to educate parents/caregivers from minority or low income groups. Funding may also be used for CPS for school buses training.

## RESULTS:

When the curriculum for Child Passenger Safety on School Buses was developed by NHTSA, the Highway Safety Division took the lead role in ensuring the curriculum was made available to transportation agencies and advocates around the state with the assistance of the Department of Elementary and Secondary Education and the Missouri State Highway Patrol. On October 28,

2004, a "train the trainer" session was held in Jefferson City with approximately 40 attendees from the Missouri State Highway Patrol, Health Care facilities, and school bus transportation and related agencies. These trainers returned to their various districts to provide training to school bus drivers. Each of the Highway Patrol Headquarters held a class in each district. A total of 198 individuals were trained statewide.

A "mobile classroom" was designed for demonstration purposes during the classes. The mobile classroom was equipped with several different types of school bus seats from different manufacturers, as well as a supply of the different types and styles of car seats.

In May 2005, the Highway Safety Division requested a CPS Assessment which allows states to comprehensively evaluate all aspects of their OPC program and assist them in determining how to best use limited resources in the most effective and strategic manner. Assessments traditionally utilize mulit-disciplinary teams of national experts to assist states in conducting administrative reviews of their programs. Results of the Assessment provided Missouri with a decision-making tool in the form of benchmark guidance for each of the key program elements.

Approximately 2,020 booster seats were distributed statewide for low income/minority families, in addition to 1,960 convertible car seats.

## **FUNDING:**

2003(B): \$358,864.00

## **HS CONTACT:**

Pam Hoelscher P.O. Box 104808 1719 Southridge Jefferson City, MO 65110-4808 573-751-4161

# Annual Report 2005

PROJECT TITLE:

PTS Coordination

PROGRAM AREA:

Occupant Protection

TYPE OF JURISDICTION:

Statewide

AGENCY NAME:

CMSU Missouri Safety Center

PROJECT NUMBER:

05-157-IN-1

JURISDICTION SIZE:

5,000,000

TARGETED POPULATION:

Speed & DWI Drivers Statewide

AGENCY CONTACT:

Mr. Glenn Carriker

## PROJECT DESCRIPTION:

The Missouri Safety Center proposes to the Highway Safety Division - MODOT the continuation of funding for the Occupant Protection (STEP) Statewide Traffic Enforcement Program. This program is a mobilization as defined in the Blueprint and is designed as a countermeasure for not only occupant protection, but also alcohol involved crashes statewide. This program as identifed in the problem statement is designed to create additional public compliance with wearing seat belts while operating vehicles on Missouri roadways. The STEP will concentrate on one specific enforcement period in Missouri, which is May 23 to June 5, 2005. Enforcement will be contracted with the existing 65 agencies and an additional 5 new agencies will be invited to join the base group. This wave will concentrate on DWI, Speed, Seat Belt and Child Restraint enforcement. The Alcohol wave will be conducted August 26 to September 11, 2005 and this enforcement effort will target impaired driving. The Missouri Safety Center will contract with each law enforcement agency to conduct specifically target enforcement on specific roadways and at specific times were deamed advantagous to establishing greater seat belt usage and or DWI enforcement. Each agency will be required to conduct overtime enforcement within their jursdictions to help increase public awarness and compliance with seat belt usage or as a deterrent/apprehension effort on DWI drivers. Each local agency will be required to supply data from their efforts to the Missouri Safety Center in a timely way to allow for reporting back statewide information to the media. The Missouri Safety Center will coordinate its efforts with the Missouri State Highway Patrol and the Highway Safety Divison of MODOT to make effective use of all public information releases. Reporting will be done after each wave to the Highway Safety Division of MODOT and will be inclusive of all enforcement, and funding data collected. A final summary report will be submitted to the Highway Safety Division - MODOT upon completion of the second wave.

### Goals:

- To identify at least 70 law enforcement agencies targeting the primary 20 counties where seat belt surveys are conducted and offer those agencies seat belt enforcement contracts.
- To identify a core group of agencies within the identified 15 targeted high DWI counties and offer those agencies DWI Enforcement contracts.
- To collect from contracted agencies enforcement data and compile those data to form statewide enforcement numbers for each wave.
- To use collected data for distribution to media as part of the public information program to gain additional attention as to the level of enforcement effort for each wave.

## Objectives:

- Contract with the identified 70 plus law enforcement agencies to provide enforcement activites
  on selected and targeted roadways for the Occupant protection wave phase. The primary objective
  is to write seat belt non compliance tickets as the secondary law allows, and to contract with
  identified targeted agencies within the 15 counties identified to conduct DWI enforcement.
- To establish a data base system to collect and compile each agencies' data, allowing for reporting of statewide data for each wave of enforcement.
- To work with the Missouri State Highway Patrol in releasing information to the media/public on the efforts as a futher deterent.

The Missouri Safety Center will provide roadway data corresponding with recently conducted statewide seat belt survey to assist the grantees of the STEP projects with the functional classification of roadways to guide them to the low seat belt usage areas of their city or county.

Identified agencies under the occupant protection phase of this contract may include:
Arnold Police Department, Belton Police Department, Blue Springs Police Department, Bolivar
Police Department, Boone County Sheriff's Department, Camden County Sheriff's Department,
Camdenton Police Department, Cape Girardeau Police Department, Carthage Police Department,
Christian County Sheriff's Department, Cole County Sheriff's Department, Columbia Police
Department, Creve Coeur Police Department

Gladstone Police Department, Greene County Sheriff's Department , Hallsville Police Department, Harrisonville Police Department, Independence Police Department , Jackson Police Department , Jackson Police Department , Jefferson City Police Department , Johnson County Sheriff's Department , Joplin Police Department , Kansas City Police Department , Kirkwood Police Department , Lake Ozark Police Department , Lee's Summit Police Department , Liberty Police Department

Lincoln County Sheriff's Department, Maryland Heights Police Department, Neosho Police Department,

Nixa Police Department, North Kansas City Police Department, O'Fallon Police Department, Osage Beach Police Department, Overland Police Department, Pacific Police Department, Peculiar Police Department

Platte City Police Department, Pleasant Hill Police Department, Rock Hill Police Department, Scott City Police Department, Sikeston Police Department, Smithville Police Department, Springfield Police Department,

St. Ann Police Department, St. Charles Police Department, St. Charles County Sheriff's Department, St. Clair Police Department, St. Louis City Police Department, St. Louis County Police Department, St. Peters Police Department, Sunset Hills Police Department, Town & Country Police Department, Union Police Department

Washington Police Department, Weston Police Department

## PROBLEM IDENTIFICATION:

Seat Belt priority - Nationally, statistics indicate a seat belt use rate of 78%, but in Missouri, data indicate a current usage rate of 75.88%. This is an increase from 60.82% in 1999, but it still falls short of the national rate. In 2000, Missouri began to use a STEP (Selective Traffic Enforcement Program) with the local and state law enforcement agencies to gain additional seat belt compliance from the motoring public. In the year 2000, we observed a gain from 60.82% to 67.72% in seat belt usage, a increase of almost 7%. Continuing the enforcement from 2000 to 2001 an additional gain was made from 67.72% to 67.91%. In 2002, additional local agencies were added to the STEP enforcement group, as well as, coordinated media efforts resulting in an increased usage

rate from 69.71% to 75.88%. Enforcement has been shown to be highly effective, especially when combined with high levels of media coverage to serve as a reminder to the public of the need to buckle up or get stopped/ticketed. Missouri continues to lag behind the National rate of 78% reported by the National Highway Traffic Safety Administration and Missouri continues to be a secondary enforcement state. A strong need exists to continue to move the usage rate upward in Missouri. Data have shown that increased numbers of belted drivers reduces the injuries and deaths associated with traffic crashes. In fact, in 2002, of Missouri traffic fatalities 70.5% were not wearing seat belts. Obviously, seat belt usage is very critical to the safety of drivers and passengers, which is why STEP enforcement is so important in increasing the usage rate in Missouri.

## GOALS AND OBJECTIVES:

The Missouri Safety Center will provide data regarding the results of each enforcement program to the Highway Safety Division - MODOT along with a summary document of the total results achieved during each contract period. Comparison data will be generated to study results from previous enforcement and seat belt usage in the spot surveys.

## RESULTS:

During the time frame of May 23 to June 5, 2005, the Missouri Safety Center in partnership with the Highway Safety Division of MoDOT contracted with 101 law enforcement agencies in 22 counties representing 85% of the population of the state of Missouri.

The goal of this enforcement program was to increase seat belt usage as well as address other HMV on Missouri Roadways. The evaluation of this project was two fold. First did the seat belt usage increased on Missouri roadways from 75.88% (2004) to 77.41% (2005). Second strong media of the enforcement was complimented by paid media efforts on seat belts at the local and national levels. During this campaign local enforcement conducted 15,394 traffic stops, those traffic stops yielded 21,171 traffic tickets. There were 98 DWI tickets, 7,391 Speeding Tickets and 4,624 Seat Belt tickets. Estimated local/state impact based upon fines was 5,437,349.00.

## FUNDING:

157 Innovative: \$280,000.00

## HS CONTACT:

Bill Whitfield P.O. Box 104808 1719 Southridge Jefferson City, MO 65110-4808 573-751-4161

# Annual Report 2005

PROJECT TITLE:

Occupant Protection

PROGRAM AREA:

Occupant Protection

TYPE OF JURISDICTION:

Statewide

**AGENCY NAME:** 

CMSU Missouri Safety Center

PROJECT NUMBER:

05-157-05-PT-1

JURISDICTION SIZE:

5,000,000

TARGETED POPULATION:

Motorcycle Riders and Law Enforcement

AGENCY CONTACT:

Mr. Glenn Carriker

## PROJECT DESCRIPTION:

The scope of this study should be statewide in nature to obtain an accurate indication of helmet usage compliance and helmet type in Missouri. In 2002 there were 280, 163 licensed motorcycle operators in Missouri, only a 0.01 increase from 2001. However, in the same year there was a 53% increase in motorcycle registrations from 64,470 in 2001 to 98,773 in 2002 or a 72% increase in an eleven-year over-all annual average of 57,328 registrations. All indications are that the popularity of motorcycling along with a resurgence of over-40 year old riders and escalating fuel process will continue to increase the number of licenses and registrations each year.

The study will be conducted in selected locations throughout Missouri that are identified as areas of high concentrations of motorcycle traffic, as well as, areas of high threat as determined by crash data from the STARS and FARS systems. The study will take place between April 1 and August 31, which are months of the highest motorcycle usage, as well as, accounting for over 64% of the crash frequency for motorcyclists. This will be an observational study, i.e. trained observers sitting at predetermined locations identifying motorcycle helmet usage for operators and any passengers, helmet standard (legal-vs.-illegal [novelty]), and helmet type (half, ¾, or full face). The observations will take place from April 1 through August 31, and Friday through Monday between the hours of 11:00 AM and 8:00 PM. The primary focus of the observational study (75%) should be conducted in the top 20 cities identified as having the most motorcycle involved crashes with the remaining 25% conducted in top 30 cities/counties. A combination of city streets, as well as interstates, U.S. Highways, state numbered and single lettered roads will be used in the observational study.

Justification for Methodology (2001 MSHP Traffic Safety Compendium):
April 1 through August 31 - accounts for over 64% of motorcycle crash frequency statewide.
Friday through Monday - accounts for 67% of motorcycle crash frequency statewide.
11:00 AM through 8:00 PM - accounts for 67% of motorcycle crash frequency statewide.
Top 20 counties - account for 74% of motorcycle crash frequency statewide.
Top 20 cities - account for 67% of motorcycle crash frequency statewide.

This study will be done using two person observation teams; one person is the observer and the second as the recorder. The survey team will be trained prior to the administration of the study to identify the different types of helmets and the use of the data collection forms. The number of

teams is based on the number of locations and the geographic restrictions.

This is an extremely important study for two reasons.

- There must be a baseline of data collected while a mandatory helmet law is in affect so that an
  impact comparison can be made when/if the law is repealed. This will be the only way to prove
  that the elimination of a mandatory helmet law kills motorcyclists. Without a true comparison it
  will be very difficult to convince lawmakers to go back to a mandatory helmet law.
- 2. The popularity of motorcycling and the accepted use of novelty (illegal) helmets is expected to continue to increase with no slow down in sight. Without a study of current helmet use there will be no way to compare crash causation data and to develop education, enforcement programs and engineering changes to effect crashes on Missouri roadways.

## PROBLEM IDENTIFICATION:

Motorcycle helmet (protective headgear) usage is mandatory for both operator and passenger in the state of Missouri (RSMo 302.020). However, during the 1999 legislative session S.B. 19 was passed into law modifying the penalty for failure to wear protective headgear. Currently, failur to wear protective headgear is an infraction for which a fine not to exceed \$25 may be imposed. Notwithstanding all other provisions of law and court rules to the contrary, no court costs shall be imposed and no points shall be assessed for failure to wear protective headgear. For more than 20 years legislation has been presented that would eliminate the mandatory helmet law all together. The legislation has gone as far as the Governor's desk on more than one occasion, yet it continues to be defeated to date.

The day may come when Missouri repeals its mandatory helmet law (RSMo 302.020). In the event of a possible repeal, Missouri should have in place statistical data that indicates helmet (protective headgear) usage prior to a repeal which can be used as a base-line comparison for usage, injury or deaths in event it is legal to ride without a helmet. Without this statistical base-line Missouri will not be able to accurately ascertain the impact such a repeal would have on the total traffic safety picture in our state. Furthermore, the use of novelty (illegal) helmets, along with a rise in injuries and deaths to the over 40 year old riding population, is a growing problem both in Missouri and nationally. There needs to be an analysis of the type of helmet being worn by Missouri's motorcycling public to determine if there is a possible link to the increase in injuries and deaths.

## GOALS AND OBJECTIVES:

Data collection is a foundational function of future programs and efforts. By having baseline data on current helmet usage, future trends can more accurately be tracked and addressed in highway safety programs.

## RESULTS:

The study took place in the seventeen counties in the state of Missouri that collectively made up 50% of the registered motorcycles statewide. The overall helmet usage rate observed was 99.3%. The total observations for this observational survey was 3,586 observations with 3,008 of those being primary rider and 578 being riding passengers.

### FUNDING:

157 Incentive: \$32,400.00

## HS CONTACT:

Mike Breckle P.O. Box 104808 1719 Southridge Jefferson City, MO 65110-4808 573-751-4161

# Annual Report 2005

PROJECT TITLE:

Youth Safety Belt Campaign

PROGRAM AREA:

Occupant Protection

TYPE OF JURISDICTION:

Statewide

AGENCY NAME:

**Highway Safety Division** 

PROJECT NUMBER:

05-QN1-05-2

JURISDICTION SIZE:

5,000,000

TARGETED POPULATION:

Young Drivers

AGENCY CONTACT:

Mr. Scott Turner

## PROJECT DESCRIPTION:

The objectives that will be implemented to reach this goal are outlined in each of the strategies including: 1) Social Marketing Campaign; 2) Promotion of Graduated Driver Licensing (GDL) Safety Belt Provision; 3) High-visibility Enforcement Waves. Evaluation of the strategies will be conducted which will include the statewide high school safety belt survey. The baseline for Missouri's high school safety belt survey was conducted in spring of 2004. In targeted locations, Highway Safety will expand public information and education (PI&E) efforts to focus attention on the young driver crash problem, GDL law, safety belt laws and high visibility enforcement waves.

The State of Missouri is divided into ten Missouri Department of Transportation Districts. Three MoDOT Districts (Districts 5, 7, and 10) will be identified to implement the campaign strategies. District 5, 7 and 10 will be targeted with a combination of Social Marketing and High-Visibility Enforcement.

District 5 - Pettis, Cooper, Boone, Callaway, Benton, Morgan, Moniteau, Cole, Osage, Gasconade, Camden, Miller and Maries Counties

District 7 - Bates, Vernon, Barton, Jasper, Newton, McDonald, St. Clair, Cedar, Dade, Lawrence, and Barry Counties

District 10 - St. Francois, Ste. Genevieve, Perry, Madison, Bollinger, Cape Girardeau, Wayne, Stoddard, Scott, Butler, Mississippi, Dunklin, New Madrid and Pemiscott Counties.

### PROBLEM IDENTIFICATION:

A young driver's inexperience combined with extreme risk taking has tragic consequences. Young drivers are substantially over-involved in traffic crashes. Over 40% of all deaths among 16-19 year-olds in the United States are a result of motor vehicle crashes. These crashes are both predictable and preventable and should not be accepted by society.

In the State of Missouri, during the year of 2003, there were 1,232 persons killed and 69,121 injured in traffic crashes. During this same year, 288 persons were killed and 21,233 were injured in young driver involved traffic crashes.

Young drivers account for only 10.4% of all licensed drivers in the State of Missouri and continue to be significantly over-represented in their involvement in Missouri traffic crashes (29.9%).

Behaviors more frequently associated with injury and death in motor vehicle crashes are non-use of safety belts, driver inattention, speeding and driving under the influence of alcohol or drugs.

## GOALS AND OBJECTIVES:

GOAL:

To increase the high school safety belt usage rate from 54% percent in 2004 to 56% percent by September 30, 2005.

## **OBJECTIVES:**

- 1. Conduct a "safety belt campaign" design contest statewide and select winning campaign;
- 2. Develop winning campaign for social marketing strategy and produce collateral materials, informational packets for schools, and radio/television PSAs;
- 3. Produce and air radio/television PSAs in targeted locations;
- 4. Increase enforcement of the safety belt provision under GDL

## RESULTS:

Costs associated with coducting the safety belt PSA contest were paid out of the Young Driver PI&E budget. The campaign was not launched until prize sponsorship was granted from State Farm Insurance. This moved our launch date from January 2005 to September 2005.

A pilot enforcement program was conducted with 17 local and county law enforcement agencies within MoDOT Districts 5, 7 and 10. The Missouri Safety Center sub-contracted with these agencies to conduct targeted enforcement for safety belt compliance on young drivers operating motor vehicles on local roadways in and around targeted high schools. The Missouri State Highway Patrol did not participate in the enforcement effort.

Participating enforcement agencies conducted driver license checkpoints, saturation enforcement projects and other special operations during the months of February and March, 2005. A total of 253 officers worked 656.5 hours, conducted 30 checkpoints and 25 other enforcement efforts resulting in 4,925 vehicles checked, 608 safety belt tickets issued, 11 child safety restraint violations and 385 other citations issued. There were 1,014 tickets issued during this campaign.

The high school observational safety belt survey was conducted between April 4-22, 2005. Safety belt use for all teenage drivers and teenage front seat outboard passengers combined was 56.4% which met our goal of increasing the safety belt usage rate from 54% in 2004 to 56% in 2005.

## **FUNDING:**

163: \$285,000.00

## HS CONTACT:

Tempe Humphrey
P.O. Box 104808
1719 Southridge
Jefferson City, MO 65110-4808
573-751-4161

# Annual Report 2005

PROJECT TITLE:

Safe Community Program

PROGRAM AREA:

Safe Communities

TYPE OF JURISDICTION:

Rural

AGENCY NAME:

Cape Girardeau Safe Communities

PROJECT NUMBER:

05-SA-09-2

JURISDICTION SIZE:

35,596

TARGETED POPULATION:

General Population of Cape Girardeau County

AGENCY CONTACT:

Ms. Sharee Galnore

## PROJECT DESCRIPTION:

The Cape Girardeau Safe Communities Program provides injury prevention strategies to the citizens of Cape Girardeau County in order to reduce death and disability from motor vehicle crashes and other causes of trauma.

The Safe Communities Advisory Committee is made up of approximately 25 agency members representing law enforcement, hospitals, schools, businesses, and local coalitions. The program is administered by one full-time and one part-time Coordinator. The Advisory Committee is divided into four task groups (0-15 years of age; 16-21 years of age; Adults & Special Needs; Law Enforcement), and meets six times per year (every other month). Task groups meet as needed to develop and implement programs and strategies that address the most serious problems for their targeted audience.

## PROBLEM IDENTIFICATION:

Motor vehicle crashes are the leading cause of death of Missourians age 1 through 34. These deaths are both predictable and preventable and should not be accepted by our society. Many accomplishments have been made through the programs coordinated by the Cape Girardeau Safe Communities Program office; however, this community has seen much growth and expansion and there is a continual increase in the number of drivers each year. Law enforcement efforts alone cannot bear the responsibility of reducing traffic crashes. In order to effectively reduce injuries and deaths resulting from these crashes, an ongoing educational and public awareness effort must be maintained to complement the enforcement activities. Examples justifying such a need:

- · Each year new parents require a check of their child safety seats and information on correct installation.
- Young children begin co-mingling with traffic while riding bicycles and while riding or walking outside school buses; these children need to be taught proper safety practices.
- Teenagers come of age to acquire their driving permit and eventually a driver's license. These
  teens must receive adequate information on the rules of the road, Missouri's traffic and licensing
  laws, risky driving behavior, and the consequences of driving in an unsafe manner.
- Communities continue to grow and the driving population increases. New residents are often unfamiliar with traffic patterns and local laws. Unless they seek this information themselves or someone provides it for them, they usually learn from experience.
- As the population ages, increased numbers of elder drivers are using the roads. These mature

drivers are often hindered by diminished eyesight, lack of flexibility, slowed reflexes and health issues.

The most effective method of reaching the general population is through a continuous bombardment of traffic safety messages and programs available at the local level. It is imperative that resources be coordinated in order to provide these much-needed educational and public awareness activities.

## GOALS AND OBJECTIVES:

Goal #1: Enhance Safe Communities Program Development

Goal #2: Increase safety belt use to 74% by September 30, 2005; provide ongoing traffic safety awareness programs to the local community throughout the fiscal year in order to reduce injuries resulting from motor vehicle crashes.

Goal #3: Reduce alcohol-related crashes by 5% by September 30, 2005, through public information & education programs (the effort of these programs will be enhanced by selective enforcement projects with the local law enforcement agencies).

## RESULTS:

GOAL #1:

·Time line was developed; monthly expense voucher and reports submitted in a timely manner.

·New partnerships: United Way; Southeast Regional Support Center; Southeast Missouri State University through the Campus and Community Coalition for Change

## GOAL #2

·Think First Program-26 school assemblies held reaching 2,451 students

Buckle Bear, Vince & Larry and Fatal Vision Goggle presentations given to over 1,500 students
 Child Passenger Safety Seats given to 180 parents/grandparents through various programs and fitting stations

·Bicycle Helmets--90 helmets were given away through programs and presentations.

 Child Passenger Safety Training--Three 32-hour CPS courses conducted; committed to conducting six 32-hour CPS certification courses throughout District 10 (first of the six was conducted)

·Safety Belt Observation Surveys-Two surveys were conducted: 1) October 2004, 74% usage rate; 2) September 2005, 72% usage rate

·Bike Smart Bicycle Safety Event--Targeted K-5th grade; participation was low (only 60 children); program will be restructured in an attempt to increase attendance.

ENCARE Program—Alcohol/Drug Awareness (1,180 students); Seat Belts ("Battle of the Belt" conducted at Cape Central, Jackson & Notre Dame high schools with safety belt usage rate increases from 68% to 72%, 50% to 60%, and 81% to 83% respectively); Bicycle helmets and child safety seats distributed to approximately 125 individuals in the ER following a bike crash or other wheeled activity in which a helmet was not present or if their child safety seat needed to be destroyed following a crash.

-Safe Kids Coalition--Provided child safety seats to new parents in need and assisted with CPS installation (2 certified CPS Instructors on staff; all OB Technicians at Southeast Hospital completed their CPS Technician Certifications).

--Conducted 24 child passenger safety check-up events in 7 of 16 counties; checked and/or distributed 693 child safety seats.

--Presented at 11 events covering bike, child passenger, and pedestrian safety (1,618 children and adults).

-- Presented on ATV safety (crashes involving ATV's and youth is on the rise in Southeast

Missouri).

- --Conducted elementary education programs on school bus safety involving how to wait for the bus, where to walk in relation to the bus, and proper conduct when riding the bus.
  - -- Conducted bicycle safety and fitted/distributed 629 helmets.
- ·Family Resource Center--Conducted bicycle safety fair with 30 children participating (helmets fitted and distributed; obstacle course conducted).
- ·Traffic Offenders Program--12 programs reaching approximately 30 offenders each session.
- ·Seat Belt Project—Conducted pre and post seat belt surveys 3 weeks apart (with awareness campaigns in between) at five churches in the south quadrant of the city targeting low usage rates among minorities; results indicated a pre survey usage of 54.4% and 52% post.
- ·Missouri Blueprint for Safer Roadways—SC Coordinators participate at the region and state level. ·CPS Training for School Buses--Four local advocates became certified instructors for CPS for School Buses; training was conducted in June with approximately 15 school districts represented.

## GOAL #3:

- •Three FACE Multi Media presentations were provided through funding from MADD at Cape Central, Jackson and Notre Dame High Schools.
- ·Three Sobriety Checkpoints/Wolfpacks conducted.
- ·Eleven MADD Victim Impact Panels Held with 391 offenders attending.
- ·Four quarterly MADD meetings held.
- ·A Candlelight Vigil & Law Enforcement Recognition was sponsored by MADD during 3D month.
- ·Participated in MADD Tie One on For Safety Red Ribbon campaign from Thanksgiving through New Year's Day
- ·Coordinated two high school Team Spirit conferences--Cape Girardeau (9 teams) and Jefferson City (10 teams) resulting in 19 Action Plans to reduce underage drinking among high school students.
- ·HMV Enforcement activities conducted by the Cape Girardeau & Jackson Police Departments and the Cape County Sheriff's Department.
- ·DWI Overtime Patrol conducted one or two nights per weekend; 400 DWI arrests by the City of Cape Girardeau (87 through special enforcement activities); DWI arrests increased by 40% in the City of Cape Girardeau.

Overall traffic crashes in Cape Girardeau have decreased 2%; alcohol/drug-related crashes remained the same.

### **FUNDING:**

402: \$56,730.50

## HS CONTACT:

Vicky Williams P.O. Box 104808 1719 Southridge Jefferson City, MO 65110-4808 573-751-4161

# Annual Report 2005

PROJECT TITLE:

Traffic Safety Alliance

PROGRAM AREA:

Safe Communities

TYPE OF JURISDICTION:

Urban

AGENCY NAME:

Traffic Safety Alliance

PROJECT NUMBER:

05-SA-09-3

JURISDICTION SIZE:

151,000

TARGETED POPULATION:

General Population of Springfield Region

**AGENCY CONTACT:** 

Ms. Lori Minor

## PROJECT DESCRIPTION:

Traffic Safety Alliance (TSA), the Springfield Safe Communities Program, will evaluate the type, severity and fequency of traffic crash deaths and injuries. Based on the crash evaluation, TSA will collaborate with law enforcement, public health, traffic safety, state DOT, and various other groups within the community to develop and implement traffic safety countermeasures to prevent injuries and deaths. TSA will foster ownership and build a foundation to support extensive ongoing injury prevention programs.

## PROBLEM IDENTIFICATION:

In the area of traffic safety, the City of Springfield has consistently ranked in the top ten percentile of fatal and personal injury crashes. A statewide analysis compiled for 2001-2003 indicated that Springfield ranked 3rd out of all of Missouri cities for fatal and personal injury crashes, 2nd in alcohol-related crashes over the age of 21, 2nd in crashes involving drunk driving under the age of 21, and 3rd for speed-involved crashes. In 2002, Springfield had a total of 7,587 crashes, resulting in 16 fatalities and 2,475 personal injuries. Of those, 274 crashes involved alcohol.

One of the more effective methods of reaching the general population is through a continuous bombardment of traffic safety messages and programs available at the local level. It is imperative that the Director of the TSA be actively involved in committees throughout the city/county government as well as local community organizations that are working to develop countermeasures to combat their traffic safety problems.

In order for this program to work at maximum efficiency, all local efforts need to be fully coordinated and active communication needs to be maintained between the community and the Missouri Department of Transportation, Highway Safety Division. The Safe Communities program requires an individual to coordinate program activities and be responsible for the daily operation of the program.

## **GOALS AND OBJECTIVES:**

The Traffic Safety Alliance provides injury prevention strategies to the citizens of Springfield and the surrounding counties in order to reduce death and injury resulting from motor vehicle crashes. TSA will evaluate the type, severity and frequency of traffic crashes occurring in Springfield and the surrounding counties. Crashes will also be assessed to determine where and when they occur

and who is involved. An advisory board comprised of representatives from law enforcement, public health, traffic safety, state DOT, and various other groups within the community will collaborate to develop and implement traffic crash countermeasures. TSA will foster ownership and build a foundation to support extensive ongoing injury prevention programs.

Goal 1: Enhance Safe Communities Program Development

Objective: Assure that the Springfield Safe Communities Program, Traffic Safety Alliance, is fully coordinated so that all projects/activities can be accomplished and all other objectives may be met.

Goal 2: Establish and maintain various approaches to reduce the number and severity of traffic crashes; measure the impact of strategies used to reduce traffic-related deaths and injuries. Objectives:

- A) Conduct a minimum of 10 drinking and driving programs.
- B) Conduct a minimum of 10 seat belt programs.
- C) Conduct a minimum of 5 bicycle safety programs.
- D) Conduct a community-wide Biking Spree with various partners.
- E) Conduct seat belt surveys with the school systems in conjunction with the Emergency Nurses Association "Battle of the Belts" Campaign.
- F) Conduct a minimum of 3 community-wide child safety seat check-up events with various partners.
- G) Conduct at least one 32-hour child passenger safety technician training or advocate training.
- H) Be an active participant with the local Springfield Safe Kids Coalition chapter.
- Work with the Springfield Police Department on traffic safety prevention/education programs (e.g., docudramas, Every 15 Minutes).
- J) Provide materials and videos whenever possible as needed to area public/private schools & businesses.
- K) Conduct 2 observational seat belt use surveys to determine local usage rate.

## RESULTS:

- \* Conducted 28 safety belt and drinking/driving programs reaching 7,609 people (exceeding the goal of 20 programs).
- \* Conducted 18 bicycle and pedestrian safety programs for parents and children reaching 2,532 people (exceeding the goal of 5 programs); 33 bicycle helmets were fitted and given away to children and adults.
- \* Conducted 3 bicycle rodeos -- two in lower economic areas of the City of Springfield and a third as a citywide event for Christian County called the Nixa Safety Palooza -- working closely with local agencies (i.e., Heart of Springfield Optimist Club, Forrest Avenue Assembly of God Church, Safe Kids Coalition, Bridges for Youth Program, DARE Officers of Springfield and the Springfield Police Department) exceeding the goal of one citywide bike rodeo.
- \* Traffic Safety Alliance provided assistance to the "Battle of the Belt" high school competition in the southwest Missouri area. This program is based on mandatory peer and public educators, as well as surprise checks to determine the usage rates. Due to a change in dates, some final results are not yet available. Accessible results are as follows:

Republic HS: 72.3% to 89% (> 16.7%) Glendale HS: 67.9% to 72.4% (> 4.5%) Cassville HS: 83% to 79% (< 4%)

Marshfield HS: 70.5% to 85.2% (> 14.7%) Strafford HS: 60.6% to 71% (> 10.4%) Strafford HS: 60.6% to 71% (> 10.4%)

Pleasant Hope HS: 33.6% to 80.5% (> 46.9%) Logan-Rogersville HS: 89.4% to 94% (> 4.5%)

Seymour HS: 50% to 73.3% (> 23.3%) Wheatland HS: 47% to 64% (> 17%)

Fair Play HS: 48.1% to Unable to determine.

Blue Eye HS: Results not in yet. Branson HS: Results not in yet. Fair Grove HS: Results not in yet. Marion C. Early HS: Results not in yet.

- \* Conducted 2 observational seatbelt use rate surveys at high traffic locations one on the north side (60%) and another on the south side (84%) of Springfield. More partnerships are being cultivated in an attempt to increase the usage rate for the north side. Overall Springfield usage rate was 76.5%.
- \* Conducted 11 Child Passenger Safety seat checks where 403 seats were checked and 90 seats were given to families in need.
- \* Conducted 6 programs/safety fairs for the community which reached 3,330 participants.
- \* Conducted 1 Child Passenger Safety Technician class where 11 students were trained; 20 area agency workers from Polk County where trained in one 8-hour training class.
- \* Served as an active member and partnering agency in most of the events of the local Safe Kids Coalition.
- \* Provided training and educational materials to the community as requested or when needed.

## FUNDING:

402:\$41,000.00

## HS CONTACT:

Vicky Williams P.O. Box 104808 1719 Southridge Jefferson City, MO 65110-4808 573-751-4161

## **ENGINEERING SERVICES & DATA COLLECTION**

The most effective traffic safety program includes three component parts: 1) Enforcement; 2) Education; and 3) Engineering. This program area identifies engineering issues and incorporates them into a comprehensive countermeasure effort. In addition, data collection supplements the engineering component—without the timely collection of statistics, none of the countermeasures would be complete.

## BENCHMARKS

Established	Result
Produce the annual Traffic Safety Compendium in a timely fashion for easy use by traffic safety advocates, law enforcement agencies, media, and the general public	The Compendium was compiled by the Missouri State Highway Patrol Statistical Analysis Center, and was produced and distributed in August of 2005.
Provide consultant assistance to local communities for traffic and bridge engineering.	Bridge operational analysis services were provided to twenty-one counties. Traffic engineering services were provided in five counties and cities.
Provide assistance to small communities to upgrade and/or replace non-regulation traffic signs.	No requests were received for traffic sign assistance.
Provide training for engineering professionals at workshops and the Annual Traffic Conference (attendance will be dependent on conference costs based on location and travel constraints).	A total of 125 engineering professionals were trained at the Annual Traffic Conference. Up to 1.9 continuing education credits were received for the training.
Continue LETS software training.	Trained 15 new users on LETS software.
Continually refine and enhance Missouri's data collection and analysis systems in order to produce tables and report that provide standardized exposure data for use in developing traffic safety countermeasure programs.	It is a continuous effort to refine and enhance Missouri's data collection and analysis systems.

Strategies

Strategies	
Identified	Implemented
Encode all accident reports into the Statewide Traffic Accident Records System (STARS), ensuring accuracy and efficiency; provide equipment to supports STARS maintenance.	There were 162,201 vehicle accident reports encoded into STARS. There were 2,048 location specific, monthly traffic accident summaries distributed to local Law Enforcement agencies. A total of nine STARS Accident Report/Classification Training seminars presented to 80 local Law Enforcement agencies.
Utilize statistics to produce the annual Traffic Safety Compendium to assist the Highway Safety Division & local communities in developing problem identification.	Accomplished by the Statistical Analysis Center of the Missouri State Highway Patrol.
Provide expertise and funding to assure communities are in compliance with uniform traffic codes and that the bridges within their jurisdictions are upgraded in terms of their safety.	This was accomplished through the TEAP & BEAP projects funded through MoDOT.
Provide expertise and funding to assure local communities are in compliance with uniform traffic signs requirements.	No requests received for traffic sign assistance this year.
Provide training to assure state and local engineers are kept abreast of current technology.	This was accomplished through projects funded by contracting with MoDOT to support the Statewide Traffic Conference.
Train users on accessing and utilizing LETS system; and log users into system.	Users continue to be trained on accessing and utilizing the LETS system.
Implement, where possible, recommendations of the Traffic Records Assessment team which will include establishing linkage capability with the Statewide Traffic Accident Reporting System in order to generate merged records for analytic purposes.	Merged records are generated for analytic purposes. Recommendations are continually made and implemented by the Traffic Records Assessment Team.

# Annual Report 2005

PROJECT TITLE:

PROJECT NUMBER:

BEAP TEAP

05-RS-11-3

PROGRAM AREA:

JURISDICTION SIZE:

Engineering

5,000,000

TYPE OF JURISDICTION:

TARGETED POPULATION:

Statewide

AGENCY NAME:

AGENCY CONTACT:

Highway Safety Division

Mr. Scott Turner

## PROJECT DESCRIPTION:

Bridge Engineering Assistance Program (BEAP)

This project will provide for the retention of at least two consultants, which can address local agency problems anywhere in the state without geographical limits. These consultants must meet the standards determined by the Missouri Department of Transportation. The consultants will review bridge structures as requested by a city or county and will provide information on bridge condition, load limits, and recommended repairs.

## Goals

This program is aimed at correcting operational problems on city and county bridges.

### Conditions

All announcements, printings, and reports shall list the Highway Safety Division of MoDOT and the Federal Highway Administration as program sponsors.

Funding to provide Bridge Engineering Assistance in this task must be restricted to engineering services that are not otherwise eligible for funding due to bridge project approval under the Bridge

Replacement and Rehabilitation Program (23 U.S.C. 144).

Consultant Selection and Contract Administration shall be in accordance with MoDOT alternate procedures in accordance with Title 23 CFR which have been previously accepted by FHWA.

The Missouri Department of Transportation is required to submit certification of compliance with the conditions stated above with each claim voucher submitted on the task.

The Missouri Department of Transportation will submit a letter of notification to the Highway Safety Division's Program Coordinator stating that a study has been completed. The letter must include a brief description of the study and information about the local agency that benefited from the study.

Traffic Engineering Assistance Program (TEAP)

The purpose of this task is to retain private consulting firms with expertise in traffic engineering to aid cities and counties with specific operational problems on their streets and highways. This project will provide for the retention of at least two consultants, which can address local agency problems anywhere in the state without geographical limitations. Requests are submitted to the Missouri Department of Transportation by local agencies. If the local agencies meet the criteria for participation in the Traffic Engineering Assistance Program, selections will be made by the Missouri Department of Transportation based upon need and ability. NOTE: This project does not provide for actual design in connection with the solution. It attempts to provide solutions to traffic problems.

### Goals

This program is aimed at correcting operational problems on city and county streets and highways.

### Conditions

All announcements, printings, and reports shall list the Highway Safety Division of MoDOT and the Federal Highway Administration as program sponsors.

The Missouri Department of Transportation will submit a letter of notification to the Highway Safety Division's Program Coordinator stating that a study has been completed. The letter must include a brief description of the study and information about the local agency who benefited from the study.

## PROBLEM IDENTIFICATION:

Bridge Engineering Assistance Program (BEAP) FY 2004

It is often necessary for cities and counties to obtain the services of private consulting engineering firms in order to aid them in correcting operational problems on their bridges. Correction of these problems can require evaluation of bridge structures for load-carrying capacity. Most cities and counties do not have personnel with expertise in these areas to perform the necessary analyses. This is a support problem where methods of correcting a particular situation must first be examined and determined before they can be implemented or evaluated for effectiveness.

Traffic Engineering Assistance Program (TEAP) FY 2004

It is often necessary for cities and counties to obtain the services of private consulting engineering firms in order to aid them in correcting operational problems on their streets and highways. Correction of these problems can require detailed assessment of traffic crash analysis, traffic counts, speed surveys, minor origin and destination studies, non-rapid transit studies, parking supply and demand, capacity analysis, lighting analysis and design, traffic control devices (inventory and layout), or traffic signal progression analysis and design. Most cities and counties do not have personnel with expertise in these areas to perform the necessary analysis. (This is not a complete list of what studies a traffic engineer consultant may be called upon to perform.) This is a support problem where methods of correcting a particular situation must first be examined and determined before they can be implemented or evaluated for effectiveness.

## **GOALS AND OBJECTIVES:**

BEAP - to aid cities and counties in correcting operational problems on their bridges by providing

the services of private consulting engineering firms.

TEAP - to aid cities and counties with specific operational problems on their streets and highways by providing the services of private consulting firms with expertise in traffic engineering.

## **RESULTS:**

Bridge operational analysis services were provided to the following twenty counties and cities: Buchanan (St. Joseph), Caldwell, Clay, Clinton, DeKalb (Maysville), Douglas, Howard, Howell, Iron, Johnson, Lawrence, Livingston, McDonald (Anderson), Mercer, Montgomery (Wellsville), Morgan, Pulaski (Waynesville), Ralls, Ray, Ripley, and Washington.

Traffic engineering services were provided for the following counties and cities: Des Peres, Jefferson City, Marionville, Prathersville, and Randolph County.

## **FUNDING:**

402:\$120,000.00

## **HS CONTACT:**

Randy Silvey P.O. Box 104808 1719 Southridge Jefferson City, MO 65110-4808 573-751-4161

# Annual Report 2005

PROJECT TITLE:

PROJECT NUMBER:

MoDOT Conference

05-RS-11-4

PROGRAM AREA:

JURISDICTION SIZE:

Engineering

5,000,000

TYPE OF JURISDICTION:

TARGETED POPULATION:

Statewide

**AGENCY NAME:** 

**AGENCY CONTACT:** 

Highway Safety Division

Mr. Scott Turner

## PROJECT DESCRIPTION:

Task # 1 - Annual Traffic Conference

A traffic conference will be held in this contract year. This program will provide a forum for the discussion of highway safety engineering topics and include speakers from both the public and private sectors. The conference will be at least one day in duration and is expected to have about 100 participants. The program will be held in the spring of 2005.

Contract expenses include those required for location and meals for attendees and speaker costs.

Task # 2 - Traffic Safety Workshops and Manuals

There will be a minimum of two traffic safety workshops to be held during the contract year. These workshops will provide training for local personnel in the area of traffic safety.

Contract expenses include costs for printing, meals, speakers, and related travel costs.

## Conditions

- 1) All announcements, printings, and reports shall also list the Missouri Department of Transportation, Highway Safety Division and the Federal Highway Administration as program sponsors.
- 2) A letter of notification that a conference or workshop has been scheduled should be submitted to the Office of Highway Safety's Program Coordinator. This should be submitted prior to the event date.

## PROBLEM IDENTIFICATION:

On the local government level there exists a lack of trained personnel in traffic engineering. Often the task of evaluating or recognizing traffic problem areas lies with personnel whose primary responsibilities are directed elsewhere. Their training and qualifications are not always related to traffic or safety engineering. This, therefore, becomes a support problem in that trained personnel are needed who are aware of the traveling and pedestrian public.

## GOALS AND OBJECTIVES:

One traffic conference and a minimum of two traffic safety workshops will be held in this contract year.

## RESULTS:

The 56th Annual Missouri Traffic Safety Conference and Seminars was held at the Lenoir Conference Center in Columbia, Missouri from May 10th to May 12th, 2005. Approximately 125 persons attended the event with each person eligible to receive up to 1.9 Continuing Education Units. The focus of the conference and workshops was Missouri's Blueprint for Safer Roadways.

## FUNDING:

402: \$30,000.00

## HS CONTACT:

Randy Silvey P.O. Box 104808 1719 Southridge Jefferson City, MO 65110-4808 573-751-4161

# Annual Report 2005

PROJECT TITLE:

Statistical Analysis Cent

PROGRAM AREA:

Engineering

TYPE OF JURISDICTION:

Statewide

AGENCY NAME:

MO State Highway Patrol

PROJECT NUMBER:

05-RS-11-5

JURISDICTION SIZE:

5,000,000

TARGETED POPULATION:

AGENCY CONTACT:

Colonel Roger Stottlemyre

## PROJECT DESCRIPTION:

This project is aimed at providing necessary research, data analysis, statistical programming, and technical resources to support the information services requirements of Highway Safety as well as other Missouri state and local traffic safety authorities. The SAC will work with Highway Safety in order to complete the following specific work tasks.

## PROBLEM IDENTIFICATION:

The Highway Safety Division, MoDOT, is tasked with coordinating the State's traffic safety program. A significant responsibility of Highway Safety is to conduct a statewide problem analysis that identifies traffic program deficiencies and contributing factors to frequency and severity of Missouri traffic crash experience. Highway Safety along with other traffic safety authorities, can develop new or improve existing countermeasure policies and programs to reduce crashes resulting from these identified deficiencies and factors. The annual report entitled Missouri Highway Safety Plan documents results of the statewide problem analysis conducted by Highway Safety.

In order to develop an effective data-driven Highway Safety Plan for the State of Missouri, Highway Safety requires research services and statistical support outside of the Diviision. Several factors must be considered to support traffic safety information and research services for Highway Safety as well as other State and local traffic safety authorities. The lack of technical expertise of many traffic safety authorities precludes them from conducting in-depth research and data analysis. Analyses and research services should be designed to provide relevant intrepetations and conclusions to traffic safety authorities by addressing their level of expertise. It also must be realized that traffic safety information and research is limited. Because required analytical data resides in databases maintained by various agencies, assistance to traffic safety authorities may be required to link traffic safety data across computer platforms and information systems.

## GOALS AND OBJECTIVES:

Goal:

To provide law enforcement and other appropriate agencies statistical analysis of traffic crash data.

Objectives:

- 1. SAC will provide analytical and information services to Highway Safety in development of their annual Highway Safety Plan. SAC also will develop and publish the 2004 Traffic Safety Compendium which is specifically designed to identify the scope, magnitude, and severity of the traffic crash problem in Missouri. Special research studies will be conducted to identify specific types of traffic safety problems or evaluate policies and programs being considered for adoption in Highway Safety annual plan.
- 2. SAC will provide analytical and information services to Highway Safety to support implementation of countermeasure programs contained in the annual highway safety plan or as specified by the agency.
- 3. SAC will provide research and analytical information services to state and local traffic authorities. As a minimum, services will be provided to support:

program planning and development, selective traffic enforcement planning, enactment of traffic safety legislation, and program or policy evaluation studies. SAC will publish the following annual standard publications for general dissemination to Missouri traffic safety authorities:

2004 Missouri Holiday Crashes Report 2004 Missouri Emergency Service Vehicle Crashes Report 2004 Missouri Deer Crash Report

4. Highway Engineering Accident Location Analysis Support:

Operational support for the Highway Engineering Location Analysis Program will be provided utilizing the Statewide Traffic Accident Records System (STARS) databases to produce printouts displaying traffic crash experience at specific locations within a city or county. Using these printouts, as well as engineering manuals published by the Missouri Department of Transportation (MoDOT), city or county traffic safety engineers can prioritize their problem roadways and perform countermeasure cost / benefit assessments on them. Special reports can be generated identifying the location of specific types of traffic crashes, such as fixed object crashes, pedestrian crashes, wet pavement crashes, etc. Engineering traffic safety countermeasures designed to address specific problems (i.e., skid proofing to prevent wet pavement crashes) can be employed at these targeted locations. Special reports also can be produced identifying the traffic crash experience at a particular intersection or roadway of interest to the traffic safety engineer.

#### RESULTS:

The following summarizes significant achievements associated with the 2005 grant between the Missouri State Highway Patrol, Statistical Analysis Center and MoDOT, Highway Safety Division.

- 1. Assistance provided to the Highway Safety Division in development and implementation of the Missouri Highway Safety Plan.
- 2. Compilation and dissemination of the 2004 Missouri Traffic Safety Compendium, the 2004 Missouri Emergency Service Vehicle Crashes report, the 2004 Unenclosed Occupant Crashes report, the 2004 Missouri Holiday Crashes report, and specific target crash types.
- 3. Analytical and information services were provided to agencies for various types of grant support traffic safety projects.
- 4. TRACE reports were provided to state and local traffic authorities.

# **FUNDING:**

402:\$11,000.00

# HS CONTACT:

Scott Turner P.O. Box 104808 1719 Southridge Jefferson City, MO 65110-4808 573-751-4161

# **MISSOURI**

# Annual Report 2005

PROJECT TITLE:

Hazard Elimination

PROGRAM AREA:

Hazard Elimination

TYPE OF JURISDICTION:

Statewide

AGENCY NAME:

MO Dept. of Transportation

PROJECT NUMBER:

05-154-HE-1

JURISDICTION SIZE:

5,000,000

TARGETED POPULATION:

Statewide

AGENCY CONTACT:

Director Pete Rahn

## PROJECT DESCRIPTION:

The Hazard Elimination Projects will correct hazardous locations, sections, and elements, including roadside obstacles and unmarked or poorly marked roads which may constitute a danger to motorists, bicyclists, and pedestrians. The projects can be on any public road, public surface transportation facility, or public owned bicycle or pedestrian trail.

#### PROBLEM IDENTIFICATION:

The Hazard Elimination Project is necessary to address the need to remove and correct certain roadways that may be poorly marked or contain obstacles that may pose a threat to motorists, bicyclists, and pedestrians. With additional funding, the Missouri Department of Transportation will be able to expand the project to further address other problem areas within the state.

#### GOALS AND OBJECTIVES:

The goal of the hazard elimination project is to use funds to install as much 3-strand guard cabling as possible in the highway medians for safety purposes.

#### RESULTS:

3-strand guard cabling projects continued along Missouri interstates.

#### FUNDING:

154: \$17,059,180.00

#### HS CONTACT:

Scott Turner
P.O. Box 104808
1719 Southridge
Jefferson City. MO 65110-4808
573-751-4161

# ADDENDUM #1 BUDGET

Agency	ProjectTitle	Project Number	Amount
Arnold Police Dept.	DWI Enforcement	05-J7-03-12	\$4,320.00
Arnold Police Dept.	Hazardous Moving Viol	05-PT-02-17	\$4,320.00
Arnold Police Dept.	Sobriety Checkpoint	05-J7-03-11	\$3,750.00
Arnold Police Dept.	Speed Enforcement	05-PT-02-18	\$2,880.00
Bellefontaine Neighbors Police Dept.	Hazardous Moving Viol	05-PT-02-20	\$8,301.80
Belton Police Dept.	Sobriety Checkpoint	05-J7-03-14	\$4,710.00
Belton Police Dept.	Speed Enforcement	05-PT-02-23	\$7,936.00
Belton Police Dept.	DWI Enforcement	05-J7-03-13	\$4,688.00
Belton Police Dept.	Hazardous Moving Viol	05-PT-02-21	\$5,952.00
Belton Police Dept.	Occupant Protection	05-PT-02-22	\$1,984.00
Blue Springs Police Dept.	Occupant Protection	05-PT-02-24	\$5,664.00
Blue Springs Police Dept.	Hazardous Moving Viol	05-PT-02-25	\$5,664.00
Blue Springs Police Dept.	Sobriety Checkpoint	05-J7-03-15	\$4,983.00
Bolivar Police Dept.	DWI Enforcement	05-J7-03-16	\$2,602.00
Boone County Sheriff's Dept.	DWI Enforcement	05-J7-03-17	\$7,708.68
Boone County Sheriff's Dept.	Hazardous Moving Viol	05-PT-02-26	\$10,068.48
Bridgeton Police Dept.	Hazardous Moving Viol	05-PT-02-27	\$11,108.16
Camdenton Police Dept.	DWI Enforcement	05-J7-03-18	\$2,770.00
Cape Girardeau County Sheriff's Dept.	DWI Enforcement	05-J7-03-19	\$6,660.00
Cape Girardeau Police Dept.	DWI Enforcement	05-J7-03-21	\$9,988.00
Cape Girardeau Police Dept.	Hazardous Moving Viol	05-PT-02-28	\$7,744.00
Cape Girardeau Police Dept.	Sobriety Checkpoint	05-J7-03-20	\$2,090.00
Cape Girardeau Safe Communities	Safe Community Program	05-SA-09-2	\$56,730.50
Cape Girardeau Safe Communities	Youth Alcohol - Team Spirit	05-AL-03-3	\$85,000.00
Chesterfield Police Dept.	Educational Projects	05-PT-02-29	\$30,600.00
Clay County Sheriff's Dept.	DWI Warrant Sweep	05-J7-03-23	\$4,360.00
Clay County Sheriff's Dept.	Hazardous Moving Viol	05-PT-02-31	\$8,660.00
Clay County Sheriff's Dept.	Speed Enforcement	05-PT-02-30	\$8,660.00
Clay County Sheriff's Dept.	DWI Enforcement	05-J7-03-22	\$10,660.00
Columbia Police Dept.	DWI Enforcement	05-J7-03-24	\$16,224.00
Creve Coeur Police Dept.	Police Traffic Services	05-PT-02-39	\$33,560.50
Creve Coeur Police Dept.	Sobriety Checkpoint	05-J7-03-25	\$5,107.20
Creve Coeur Police Dept.	Speed Enforcement	05-PT-02-38	\$6,000.00
Creve Coeur Police Dept.	BATVAN	05-J7-03-26	\$1,440.00
Crystal City Police Dept.	Hazardous Moving Viol	05-PT-02-40	\$7,800.00
DeSoto Police Dept.	hazardous moving viol	05-PT-02-41	\$6,000.00
Eureka Police Dept.	Speed Enforcement	05-157-PT-2	\$31,798.00
Farmington Police Dept.	Hazardous Moving Viol	05-PT-02-42	\$7,717.50
Farmington Police Dept.	DWI Enforcement	05-J7-03-27	\$1,612.75
Ferguson Police Dept.	Hazardous Moving Viol	05-PT-02-43	\$6,672.00
Festus Police Dept.	DWI Enforcement	05-J7-03-28	\$13,851.00
Festus Police Dept.	Hazardous Moving Viol	05-PT-02-44	\$18,647.55
Florissant Police Dept.	DWI Enforcement	05-J7-03-79	\$6,228.00
Florissant Police Dept.	Youth Alcohol	05-164-AL-5	\$14,979.84
Florissant Police Dept.	Hazardous Moving Viol	05-PT-02-118	\$7,493.76
Grandview Police Dept.	Hazardous Moving Viol	05-PT-02-45	\$4,992.00
Greene County Prosecutor's Office	Personnel	05-QN1-03-9	\$8,623.47
Greene County Sheriff's Dept.	DWI Enforcement	05-PT-02-46	\$72,000.00

Greene County Sheriff's Dept.	Speed Enforcement	05-PT-02-47	\$55,200.00
Greene County Sheriff's Dept.	Youth Alcohol	05-164-AL-6	\$21,000.00
Hannibal Police Dept.	Hazardous Moving Viol	05-PT-02-48	\$9,200.00
Harrisonville Police Dept.	DWI Enforcement	05-J7-03-29	\$8,437.00
Harrisonville Police Dept.	Sobriety Checkpoint	05-J7-03-30	\$2,340.00
Harrisonville Police Dept.	Hazardous Moving Viol	05-PT-02-49	\$3,744.00
Hazelwood Police Dept.	Hazardous Moving Viol	05-PT-02-50	\$8,858.40
Henry County Sheriff's Dept.	Youth Alcohol	05-164-AL-7	\$8,208.00
Herculaneum Police Dept.	Hazardous Moving Viol	05-PT-02-52	\$14,600.00
Herculaneum Police Dept.	DWI Enforcement	05-J7-03-31	\$4,800.00
Highway Safety Division	Youth Alcohol	05-YA-03-1	\$83,371.52
Highway Safety Division	CIOT PIE Activities	05-157-IN-2	\$234,070.58
Highway Safety Division	CPS/School Bus Training	05-OP-05-6	\$20,000.00
Highway Safety Division	CPS Fitting Stations	05-OP-05-3	\$54,000.00
Highway Safety Division	County	05-J7-03-78	\$10,000.00
Highway Safety Division	Operation Lifesaver	05-PT-02-16	\$15,000.00
Highway Safety Division	Low Income/Minority CPS	05-J3-05-1	\$358,864.00
Highway Safety Division	OP Training	05-OP-05-2	\$80,000.00
Highway Safety Division	411 Conferences & Trainin	05-J9-06-1	\$6,422.77
Highway Safety Division	PTS Coordination	05-PT-02-01	\$115,000.00
Highway Safety Division	Alcohol Coordination	05-AL-03-01	\$60,000.00
Highway Safety Division	Highway Safety Workshops	05-PT-02-14	\$10,000.00
Highway Safety Division	Equipment Upgrade	05-PT-02-15	\$10,000.00
Highway Safety Division	DWI Enforcement	05-157-AL-2	\$20,000.00
Highway Safety Division	Engineering Coordination	05-RS-11-1	\$3,000.00
Highway Safety Division	Photography, Misc	05-J7-03-3	\$10,000.00
Highway Safety Division	Photograpy, misc.	05-PT-02-9	\$90,000.00
Highway Safety Division	Alcohol Coordination	05-AL-03-1	\$60,000.00
Highway Safety Division	Traff. Records Coord.	05-TR-06-1	\$20,000.00
Highway Safety Division	Coordination	05-SA-09-1	\$2,000.00
Highway Safety Division	Court Monitoring Project	05-QN1-03-10	\$76,877.90
Highway Safety Division	Occ. Prot. Coordination	05-OP-05-1	\$40,000.00
Highway Safety Division	410 Alc. Coordination	05-J7-03-1	\$90,000.00
Highway Safety Division	LETSAC	05-PT-02-2	\$25,000.00
Highway Safety Division	Law Enforcement Training	05-J7-03-2	\$10,000.00
Highway Safety Division	Equipment	05-QN1-03-8	\$613,480.00
Highway Safety Division	Workzone	05-QN1-02-5	\$288,000.00
Highway Safety Division	Speed trailers	05-QN1-03-6	\$100,000.00
Highway Safety Division	REJIS	05-PT-02-3	\$15,000.00
Highway Safety Division	Sobriety Checkpoint Equip	05-J7-03-5	\$20,000.00
Highway Safety Division	Gov. Committion	05-J7-03-6	\$5,000.00
Highway Safety Division	Mature Driver PIE	05-PT-02-13	\$40,000.00
Highway Safety Division	MoDOT Conference	05-RS-11-4	\$30,000.00
Highway Safety Division	BEAP TEAP	05-RS-11-3	\$120,000.00
Highway Safety Division	Traffic Signing Project	05-RS-11-2	\$5,000.00
Highway Safety Division	Youth Safety Belt Campaign	05-QN1-05-2	\$285,000.00
Highway Safety Division	Operation Lifesaver Materials	05-PT-02-16	\$15,000.00
Highway Safety Division	Online Materials Ordering	05-PT-02-8	\$40,000.00
Highway Safety Division	General PI&E Budget	05-PT-02-10	\$80,000.00

Highway Safety Division	Parent Guide	05-AL-03-4	\$60,000.00
Highway Safety Division	Awareness	05-AL-03-5	\$35,000.00
Highway Safety Division	Impaired Driving PI&E	05-J7-03-4	\$125,000.00
Highway Safety Division	Contract with PR Firm	05-PT-02-11	\$135,000.00
Highway Safety Division	Young Driver PI&E	05-PT-02-12	\$125,000.00
Highway Safety Division	Workzone Safety PI&E	05-QPM-02-4	\$125,000.00
Highway Safety Division	OP PI&E Efforts	05-OP-05-4	\$125,000.00
Independence Police Dept.	Red Light Running	05-PT-02-55	\$22,400.00
Independence Police Dept.	Sobriety Checkpoint	05-PT-02-56	\$22,320.00
Independence Police Dept.	Youth Alcohol	05-164-AL-9	\$32,000.00
Independence Police Dept.	DWI Enforcement	05-PT-02-53	\$61,440.00
Independence Police Dept.	Hazardous Moving Viol	05-PT-02-54	\$56,000.00
Jackson County Sheriff's Dept.	DWI Enforcement	05-J7-03-32	\$15,000.00
Jackson County Sheriff's Dept.	Sobriety Checkpoint	05-J7-03-33	\$25,000.00
Jackson County Sheriff's Dept.	Hazardous Moving Viol	05-PT-02-57	\$30,000.00
Jackson Police Dept.	Hazardous Moving Viol	05-PT-02-58	\$3,237.50
Jasco-Metropolitan Police Dept.	DWI Enforcement	05-J7-03-34	\$1,500.00
Jasper County Sheriff's Dept.	DWI Enforcement	05-J7-03-35	\$6,720.00
Jasper County Sheriff's Dept.	Hazardous Moving Viol	05-PT-02-59	\$10,500.00
Jefferson City Police Dept.	Hazardous Moving Viol	05-PT-02-60	\$20,800.00
Jefferson County Sheriff's Office	Youth Alcohol	05-164-AL-8	\$50,000.00
Jefferson County Sheriff's Office	Hazardous Moving Viol	05-PT-02-61	\$50,000.00
Jefferson County Sheriff's Office	DWI Enforcement	05-154-AL-1	\$50,000.00
Jefferson County Sheriff's Office	Sobriety Checkpoint	05-154-AL-2	\$28,800.00
Jennings Police Dept.	DWI Enforcement	05-J7-03-37	\$2,080.00
Jennings Police Dept.	Red Light Running	05-PT-02-62	\$2,002.00
Jennings Police Dept.	Sobriety Checkpoint	05-J7-03-38	\$3,250.00
Joplin Police Dept.	Hazardous Moving Viol	05-PT-02-63	\$9,956.00
Joplin Police Dept.	DWI Enforcement	05-J7-03-39	\$7,467.00
Joplin Police Dept.	Youth Alcohol	05-164-AL-11	\$5,750.00
Kansas City Police Dept.	Educational Projects	05-PT-02-70	\$10,336.00
Kansas City Police Dept.	Youth Alcohol	05-164-AL-12	\$15,000.00
Kansas City Police Dept.	DWI Enforcement	05-PT-02-67	\$43,680.00
Kansas City Police Dept.	Sobriety Checkpoint	05-PT-02-68	\$77,880.00
Kansas City Police Dept.	Hazardous Moving Viol	05-PT-02-69	\$76,275.00
Kansas City Police Dept.	Occupant Protection	05-PT-02-64	\$54,675.00
Kansas City Police Dept.	Interstate 70	05-PT-02-65	\$58,775.00
Kansas City Police Dept.	Interstate 435	05-PT-02-66	\$51,035.00
Kennett Police Dept.	Speed Enforcement	05-PT-02-71	\$9,000.00
Kennett Police Dept.	DWI Enforcement	05-J7-03-40	\$12,600.00
Lake St. Louis Police Dept.	DWI Enforcement	05-J7-03-41	\$2,880.00
Lake St. Louis Police Dept.	Speed Enforcement	05-PT-02-72	\$3,240.00
Lake St. Louis Police Dept.	Sobriety Checkpoint	05-J7-03-42	\$3,800.00
Lebanon Police Dept.	Speed Enforcement	05-PT-02-73	\$3,400.00
Lebanon Police Dept.	DWI Enforcement	05-J7-03-43	\$3,040.00
Lee's Summit Police Dept.	DWI Enforcement	05-J7-03-44	\$18,800.00
Lee's Summit Police Dept.	Hazardous Moving Viol	05-PT-02-74	\$21,500.00
Lee's Summit Police Dept.	Speed Enforcement	05-PT-02-75	\$19,750.00
Liberty Police Dept.	Hazardous Moving Viol.	05-PT-02-76	\$6,960.00

Maryland Heights Police Dept.	Hazardous Moving Viol	05-PT-02-77	\$29,655.00
Maryland Heights Police Dept.	DWI Enforcement	05-J7-03-45	\$10,011.14
Missouri Safety Center	Occupant Protection	05-157-05-PT-1	\$32,400.00
Missouri Safety Center	Alcohol Projects	05-QN1-03-11	\$60,000.00
Missouri Safety Center	Breath Lab Operations	05-J7-03-8	\$156,935.93
Missouri Safety Center	Law Enforcement Training	05-J7-03-9	\$43,392.00
Missouri Safety Center	DWI Case	05-J7-03-10	\$7,430.40
Missouri Safety Center	PTS Coordination	05-QN1-03-1	\$160,000.00
Missouri Safety Center	Traffic Records	05-PT-02-37	\$8,046.00
Missouri Safety Center	Supervisor Training	05-J7-03-75	\$32,400.00
Missouri Safety Center	Occupant Protection	05-PT-02-34	\$100,000.00
Missouri Safety Center	Survey	05-PT-02-35	\$55,000.00
Missouri Safety Center	Driver Improvement Progra	05-PT-02-36	\$23,107.32
Missouri Safety Center	Occupant Protection	05-PT-02-32	\$30,000.00
Missouri Safety Center	Crash Investigation Training	05-PT-02-5	\$98,600.00
Missouri Safety Center	PTS Coordination	05-157-IN-1	\$280,000.00
Missouri State University	Show-Me Body Walk	05-PT-02-33	\$32,811.00
MO Dept. of Revenue	Attorney Training & Travel	05-154-AL-3	\$22,499.92
MO Dept. of Revenue	AIR Training Video	05-J7-03-77	\$4,500.00
MO Dept. of Transportation	Hazard Elimination	05-154-HE-1	\$17,059,180.00
MO Div. of Alcohol and Tobacco Control	Youth Alcohol	05-154-AL-4	\$193,015.00
MO Div. of Fire Safety	Educational Projects	05-PT-02-78	\$9,540.00
MO Office of Prosecution Services	Prosecutor and Law Enforc	05-J7-03-46	\$31,602.40
MO Office of Prosecution Services	Traffic Safety Resource P	05-J7-03-36	\$110,775.00
MO Office of State Courts Administrator	Judges' Training	05-J7-03-47	\$34,420.00
MO Southern State University	L. E. Alcohol Training	05-J7-03-48	\$57,000.00
MO Southern State University	Law Enf. Training	05-PT-02-6	\$54,000.00
MO State Highway Patrol	Speed Enforcement	05-PT-02-113	\$50,430.00
MO State Highway Patrol	Law Enforcement Training	05-PT-02-117	\$28,750.00
MO State Highway Patrol	DWI Enforcement	05-J7-03-49	\$50,061.00
MO State Highway Patrol	Hazardous Moving Viol	05-PT-02-114	\$114,048.00
MO State Highway Patrol	S.T.A.R.S. Maintenance	05-RS-11-6	\$174,857.00
MO State Highway Patrol	Statistical Analysis Cent	05-RS-11-5	\$11,000.00
MO State Highway Patrol	MSHP Law Enf. Training	05-PT-02-115	\$141,688.00
MO State Highway Patrol	DWITS Tracking	05-154-AL-7	\$442,787.00
MO State Highway Patrol	Occupant Protection	05-OP-05-5	\$100,650.00
MO State Highway Patrol	Sobriety Checkpoint	05-J7-03-50	\$129,350.00
Moberly Police Dept.	Speed Enforcement	05-PT-02-79	\$12,412.80
Moscow Mills Police Dept.	Hazardous Moving Viol	05-PT-02-80	\$6,184.00
Mountain Grove Police Dept.	Hazardous Moving Viol	05-PT-02-81	\$3,600.00
Neosho Police Dept.	Hazardous Moving Viol	05-PT-02-82	\$4,576.00
Neosho Police Dept.	Sobriety Checkpoint	05-J7-03-51	\$3,850.00
Nevada Police Dept.	Hazardous Moving Viol	05-PT-02-112	\$11,917.50
Newton County Sheriff's Dept.	Occupant Protection	05-PT-02-84	\$6,720.00
Newton County Sheriff's Dept.	DWI Enforcement	05-J7-03-52	\$5,040.00
Newton County Sheriff's Dept.	Hazardous Moving Viol	05-PT-02-83	\$9,720.00
Newton County Sheriff's Dept.	Sobriety Checkpoint	05-J7-03-53	\$5,040.00
O'Fallon Police Dept.	Sobriety Checkpoint	05-J7-03-54	\$6,207.50
O'Fallon Police Dept.	Speed Enforcement	05-PT-02-86	\$7,670.40

Osage Beach Dept. of Public Safety	Hazardous Moving Viol	05-PT-02-87	\$7,016.96
Overland Police Dept.	Speed Enforcement	05-PT-02-89	\$4,464.00
Overland Police Dept.	DWI Enforcement	05-J7-03-55	\$3,007.00
Overland Police Dept.	Hazardous Moving Viol	05-PT-02-88	\$4,030.00
Overland Police Dept.	Sobriety Checkpoint	05-J7-03-56	\$5,050.00
Ozark Police Dept.	Speed Enforcement	05-PT-02-90	\$4,800.00
Ozark Police Dept.	DWI Enforcement	05-J7-03-57	\$6,800.00
Pevely Police Dept.	DWI Enforcement	05-J7-03-58	\$5,088.00
Pevely Police Dept.	Hazardous Moving Viol	05-PT-02-91	\$10,176.00
Pevely Police Dept.	Speed Enforcement	05-PT-02-92	\$10,176.00
Platte County Sheriff's Dept.	DWI Enforcement	05-J7-03-59	\$6,000.00
Platte County Sheriff's Dept.	Hazardous Moving Viol	05-PT-02-93	\$10,800.00
Platte County Sheriff's Dept.	Full -time Traffic Office	05-PT-02-94	\$16,643.95
REJIS	LETS Software	05-TR-06-2	\$50,000.00
Sedalia Police Dept.	Hazardous Moving Viol	05-PT-02-95	\$5,304.00
Sedalia Police Dept.	Youth Alcohol	05-164-AL-15	\$10,560.96
SEMO Regional Crime Lab	SEMO Crime Lab Equipment	05-164-AL-4	\$122,000.00
Springfield Police Dept.	Youth Alcohol	05-164-AL-16	\$30,000.00
Springfield Police Dept.	DWI Enforcement	05-J7-03-60	\$30,000.00
Springfield Police Dept.	Hazardous Moving Viol	05-PT-02-96	\$25,000.00
Springfield Police Dept.	Hazardous Moving Viol	05-PT-02-96	\$25,000.00
Springfield Police Dept.	Sobriety Checkpoint	05-J7-03-61	\$10,000.00
St. Charles City Police Dept.	DWI Enforcement	05-J7-03-62	\$11,520.00
St. Charles City Police Dept.	Hazardous Moving Viol	05-PT-02-97	\$11,520.00
St. Charles City Police Dept.	Speed Enforcement	05-PT-02-98	\$14,400.00
St. Charles County Sheriff's Dept.	DWI Enforcement	05-J7-03-80	\$10,260.00
St. John Police Dept.	Sobriety Checkpoint	05-J7-03-64	\$6,150.00
St. John Police Dept.	DWI Enforcement	05-J7-03-63	\$6,000.00
St. John Police Dept.	Hazardous Moving Viol	05-PT-02-99	\$8,000.00
St. Joseph Police Dept.	Hazardous Moving Viol	05-PT-02-101	\$8,907.60
St. Joseph Police Dept.	DWI Enforcement	05-J7-03-66	\$7,137.50
St. Joseph Police Dept.	Occupant Protection	05-PT-02-100	\$4,403.16
St. Joseph Police Dept.	Youth Alcohol	05-164-AL-13	\$8,071.80
St. Joseph Police Dept.	Sobriety Checkpoint	05-J7-03-65	\$4,485.25
St. Louis County Police Dept.	Highway Safety Team	05-PT-02-102	\$189,684.00
St. Louis Metro Police Dept.	Speed Enforcement	05-PT-02-104	\$100,024.65
St. Louis Metro Police Dept.	Youth Alcohol	05-164-AL-14	\$35,000.00
St. Louis Metro Police Dept.	DWI Enforcement	05-154-AL-5	\$100,024.65
St. Louis Metro Police Dept.	Sobriety Checkpoint	05-154-AL-6	\$17,841.60
St. Louis Metro Police Dept.	Red Light Running	05-PT-02-103	\$100,024.65
St. Peters Police Dept.	Sobriety Checkpoint	05-J7-03-67	\$4,636.25
Town & Country Police Dept.	DWI Enforcement	05-J7-03-68	\$5,670.00
Town & Country Police Dept.	Speed Enforcement	05-PT-02-105	\$5,184.00
Town & Country Police Dept.	Educational Projects	05-PT-02-116	\$4,247.50
Traffic Safety Alliance	Traffic Safety Alliance	05-SA-09-3	\$41,000.00
Union Police Dept.	Hazardous Moving Viol	05-PT-02-106	\$19,176.00
University of MO Curators	Web-Based Server Training	05-157-AL-1	\$77,814.00
University of MO Curators	Think First Missouri	05-J7-03-7	\$153,343.75
University of MO Curators	CHEERS	05-QN1-03-7	\$84,323.75

# Projects, Fiscal 2005

University of MO Curators	Partners in Prevention	05-J7-03-76	\$32,250.00
Washington Police Dept.	Hazardous Moving Viol	05-PT-02-107	\$7,800.00
Washington Police Dept.	DWI Enforcement	05-J7-03-69	\$5,200.00
Washington Police Dept.	Youth Alcohol	05-164-AL-17	\$4,416.00
Webb City Police Dept.	Sobriety Checkpoint	05-J7-03-70	\$5,400.00
Webster Groves Police Dept.	DWI Enforcement	05-J7-03-71	\$1,080.00
Webster Groves Police Dept.	Hazardous Moving Viol	05-PT-02-108	\$1,440.00
Webster Groves Police Dept.	Speed Enforcement	05-PT-02-109	\$1,440.00
West Plains Police Dept.	Sobriety Checkpoint	05-J7-03-72	\$2,284.00
Willard Police Dept.	Hazardous Moving Viol	05-PT-02-110	\$10,000.00
Willow Springs Police Dept.	Sobriety Checkpoint	05-J7-03-73	\$5,507.00
Willow Springs Police Dept.	Hazardous Moving Viol	05-PT-02-111	\$4,470.00
Woodson Terrace Police Dept.	Sobriety Checkpoint	05-J7-03-74	\$3,520.00

6

# ADDENDUM #2 PAID ADVERTISING—SAFETY BELT

## **Public Information and Education Campaign**

The Missouri Department of Transportation's Highway Safety Division participated in the national *Click It or Ticket* campaign. The media portion of the campaign was paid out of Section 157 Innovative funding. The Highway Safety Division contracted with MediaCross, Inc. to assist with the media buy for the campaign.

## Media Coverage:

The information distributed to the law enforcement agencies that received STEP grants included two sample press releases: a pre-survey release and a post-survey release. The local and state agencies involved received many free services as a result of the press releases. Central Missouri State University copied and distributed the press releases to participating law enforcement agencies at their own expense. Individual law enforcement agencies disseminated the releases locally at their own expense. In addition, MoDOT distributed a press release to media outlets statewide. Highway Safety staff as well as, local and state law enforcement agencies conducted numerous media interviews.

#### Message Boards

Lighted message boards were positioned around survey locations. The message boards reminded motorists to buckle up and notified them of a safety belt survey ahead.

#### Results:

Law enforcement officers throughout the state issued over 16,000 tickets including 4,500 safety belt, 150 child restraint, 7,200 speeding, 98 driving while intoxicated and approximately 4,100 tickets for other violations.

TMR, Inc. was contracted to conduct two statewide telephone surveys, one before and one directly after the Click It or Ticket advertising and enforcement effort. In each survey the NHTSA-developed instrument, designed to measure drivers' perceptions and behaviors related to seat belt issues, was used to interview approximately 400 Missouri drivers. The first wave of interviews was conducted on May 2 – 8 gathering baseline information and was followed by a second wave of interviews immediately following the campaign efforts on June 6 – 13, 2005. The results indicate a very strong impact of Missouri's Memorial Day 2005 Click It or Ticket campaign. Pre/post changes of this magnitude are not normally found. Clearly the public information goals of the program were achieved.

The results of the safety belt survey indicate an increase in safety belt usage in the state, from 75.8 percent to 77.4 percent. While there are several factors that contributed to the increase, the public information and education campaign definitely had an impact.

# NHTSA - Missouri Division of Highway Safety

# 2005 Click It Or Ticket Campaign

# **RECAP OF PAID PLUS PSA**

Flight Dates: May 16 - 29, 2005



	Pop # of Spots				Tar	Gross Market		
MARKET	M18-34	Paid	PSA	Total	Paid	PSA	Total	Cost
St. Louis	289,700	656	126	782	1,007	79	1,086	\$81,350
Kansas City	210,900	444	82	526	903	40	943	\$44,590
Columbia-Jefferson City	23,800	368	107	475	800	108	908	\$14,565
Joplin	19,400	314	90	404	821	55	876	\$11,160
Springfield	45,600	584	145	729	860	105	965	\$19,322
Cape/Bootheel/ Brookfield/Kirksville *	NA	480	150	630	800*	100*	900*	\$13,978
Campaign Total		2,846	700	3,546				\$184,965

<sup>\*</sup> Estimated ratings

# NHTSA - Missouri Division of Highway Safety

3/28/05

## 2005 CLICK IT OR TICKET CAMPAIGN



### SUMMARY OF PAID ACTIVITY

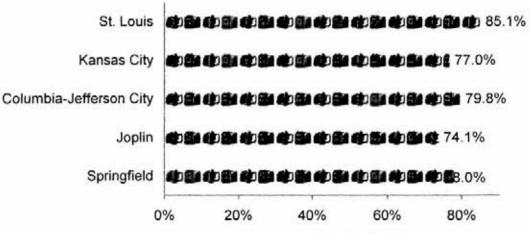
Flight Dates:

May 16 - 29, 2005

MARKET	Pop M18-34	# of Spots	Gross Market Cost	GRPs	CPP	СРМ	GRIs (00)	Net Rch (00)	% Reach	Av <sub>ξ</sub> Frec
St. Louis	289,700	656	\$81,350	1,007	\$81	\$27.89	29,167	2,465	85.1%	11.8
Kansas City	210,900	444	\$44,590	903	\$49	\$23.42	19,040	1,624	77.0%	11.7
Columbia-Jefferson City	23,800	368	\$14,565	800	\$18	\$76.50	1,904	190	79.8%	10.0
Joplin	19,400	314	\$11,160	821	\$14	\$70.09	1,592	144	74.1%	11.1
Springfield	45,600	584	\$19,322	860	\$22	\$49.26	3,923	356	78.0%	11.0
Cape/Bootheel/ Brookfield/Kirksville	NA	490	\$13,978	800	\$17	NA	NA	NA	NA	N/
Campaign Total		2,366	\$184,965				55,626	4,779		
Net Campaign Total			\$157,220		_					

<sup>\*</sup> Estimated ratings

## Market Reach



Percent of Men 18-34 MSA

# ST. LOUIS - Radio

As of 3/28/05

Campaign: Click It Or Ticket - 2005

Flight Date: 5/16-5/29/05 Sweeps: Fall 2004

Stations: KPNT-FM KSHE-FM KATZ-FM KSD-FM

KSLZ-FM WFUN-FM WIL-FM KMOX-AM

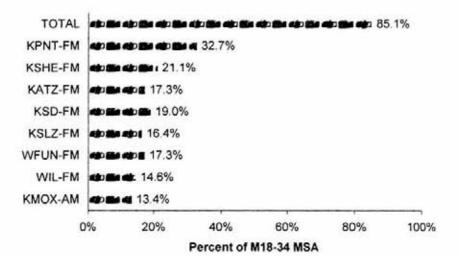
M18-34 MSA

289,700



STATION	# Spots	Gross Cost	GRPs	СРР	СРМ	GRIs (00)	Net Rch (00)	% Reach	Avg Freq
KPNT-FM	150	\$19,430	246.8	\$79	\$27.18	7,150	947	32.7%	7.5
KSHE-FM	88	\$16,790	177.0	\$95	\$32.74	5,128	611	21.1%	8.4
KATZ-FM	92	\$7,860	79.6	\$99	\$34.08	2,306	501	17.3%	4.3
KSD-FM	106	\$8,680	106.2	\$82	\$28.21	3,077	550	19.0%	5.8
KSLZ-FM	60	\$6,240	50.8	\$123	\$42.40	1,472	475	16.4%	3.1
WFUN-FM	76	\$4,650	69.2	\$67	\$23.20	2,005	501	17.3%	4.0
WIL-FM	60	\$5,700	61.2	\$93	\$32.15	1,773	423	14.6%	4.2
KMOX-AM	24	\$12,000	216.0	\$56	\$19.18	6,258	388	13.4%	16.1
TOTAL	656	\$81,350	1006.8	\$81	\$27.89	29,167	2465	85.1%	11.8

### Station Reach



NHTSA - Missouri Division of Highway Safety 2005 Click It Or Ticket Campaign

**RADIO** 

3/28/05

Market: Flight Dates:

St. Louis 5/16 - 5/29/05 Market Rank MSA Pop. Men 18-34

19 289,700

Stations: KPNT-FM KSHE-FM KATZ-FM KSLZ-FM WFUN-FM WIL-FM

KSD-FM KMOX-AM Rating Source:

Fall 2004 ARB

Station Format	Day/Tim		Weekly #60 S. Spots	MSA Rtg Men 18-34	CPP	Gross Cost 60s	Gross Wkly <u>Cost</u>
KPNT-FM		lern Rock					
FM 105.7	M-F	6-10A	12	3.5	64.29	225.00	2,700.00
	M-F	10A-3P	10	2.1	119.05	250.00	2,500.00
	M-F	3-7P	7	1.8	138.89	250.00	1,750.00
	Sat	10A-7P	8	1.4	85.71	120.00	960.00
	M-F	7P-12M	10	1.0	70.00	70.00	700.00
	Sat	7P-12M	5	1.1	59.09	65.00	325.00
	Sun	11A-8P	8	1.2	50.00	60.00	480.00
	M-Su	6A-12M	5	1.7	29.41	50.00	250.00
	M-Su	12M-3A	10	0.3	16.67	5.00	50.00
		Total Per Week	75	123.4	78.73		9,715.00
		Total 2 Weeks	150	246.8			19,430.00
PSA's	2 Week	Total (Approx)	20	12.0			
KSHE-FM	Album-0	Driented Rock					
FM 94.7	M-F	6-10A	10	2.7	111.11	300.00	3,000.00
	M-F	10A-3P	12	3.5	81.43	285.00	3,420.00
	M-F	7P-12M	5	0.4	125.00	50.00	250.00
	Sat	10A-7P	7	1.5	100.00	150.00	1,050.00
	Sat	7P-12M	5	0.5	100.00	50.00	250.00
	Sun	8A-7P	5	0.9	94.44	85.00	425.00
		Total Per Week	44	88.5	94.86		8,395.00
		Total 2 Weeks	88	177.0			16,790.00
PSA's	2 Week	Total (Approx)	<u>20</u>	16.0			
KATZ-FM	Urban C	ontemporary					
	M-F	7-10A	8	1.0	115.00	115.00	920.00
	M-F M-F	7-10A 10A-3P	8 10	1.0	115.00 127.78	115.00 115.00	920.00 1.150.00
FM 100.3	M-F	10A-3P	10	0.9	115.00 127.78 131.82	115.00	1,150.00
FM 100.3			10 8	0.9 1.1	127.78 131.82	115.00 145.00	1,150.00 1,160.00
FM 100.3	M-F M-F	10A-3P 3-6P	10	0.9	127.78	115.00	1,150.00
FM 100.3	M-F M-F	10A-3P 3-6P 6A-12M 6A-7P	10 8 10 10	0.9 1.1 0.8 0.6	127.78 131.82 62.50 33.33	115.00 145.00 50.00	1,150.00 1,160.00 500.00 200.00
FM 100.3	M-F M-F	10A-3P 3-6P 6A-12M 6A-7P Total Per Week	10 8 10 10	0.9 1.1 0.8 0.6	127.78 131.82 62.50	115.00 145.00 50.00	1,150.00 1,160.00 500.00 200.00 3,930.00
FM 100.3	M-F M-F M-F Sa/Su	10A-3P 3-6P 6A-12M 6A-7P	10 8 10 10	0.9 1.1 0.8 0.6	127.78 131.82 62.50 33.33	115.00 145.00 50.00	1,150.00 1,160.00 500.00 200.00 3,930.00
FM 100.3 CC PSA's	M-F M-F M-F Sa/Su	10A-3P 3-6P 6A-12M 6A-7P Total Per Week Total 2 Weeks	10 8 10 10 46 92	0.9 1.1 0.8 0.6 39.8 79.6	127.78 131.82 62.50 33.33	115.00 145.00 50.00	1,150.00 1,160.00 500.00 200.00 3,930.00
FM 100.3 CC  PSA's KSD-FM	M-F M-F Sa/Su 2 Week	10A-3P 3-6P 6A-12M 6A-7P Total Per Week Total 2 Weeks	10 8 10 10 46 92 <u>20</u>	0.9 1.1 0.8 0.6 39.8 79.6 14.0	127.78 131.82 62.50 33.33 98.74	115.00 145.00 50.00 20.00	1,150.00 1,160.00 500.00 200.00 3,930.00 7,860.00
FM 100.3 CC PSA's KSD-FM	M-F M-F Sa/Su 2 Week Country M-F	10A-3P 3-6P 6A-12M 6A-7P Total Per Week Total 2 Weeks	10 8 10 10 46 92 20	0.9 1.1 0.8 0.6 39.8 79.6 14.0	127.78 131.82 62.50 33.33 98.74	115.00 145.00 50.00 20.00	1,150.00 1,160.00 500.00 200.00 3,930.00 7,860.00
FM 100.3 CC  PSA's KSD-FM FM 93.7	M-F M-F Sa/Su 2 Week Country M-F M-F	10A-3P 3-6P 6A-12M 6A-7P  Total Per Week Total 2 Weeks  Total (Approx)  6-10A 10A-3P	10 8 10 10 46 92 20	0.9 1.1 0.8 0.6 39.8 79.6 14.0	127.78 131.82 62.50 33.33 98.74	115.00 145.00 50.00 20.00	1,150.00 1,160.00 500.00 200.00 3,930.00 7,860.00
FM 100.3 CC PSA's KSD-FM FM 93.7	M-F M-F Sa/Su 2 Week Country M-F M-F	10A-3P 3-6P 6A-12M 6A-7P Total Per Week Total 2 Weeks Total (Approx) 6-10A 10A-3P 3-7P	10 8 10 10 46 92 20 8 15 8	0.9 1.1 0.8 0.6 39.8 79.6 14.0	127.78 131.82 62.50 33.33 98.74 115.38 76.92 150.00	115.00 145.00 50.00 20.00 150.00 150.00	1,150.00 1,160.00 500.00 200.00 3,930.00 7,860.00 1,200.00 1,500.00 1,200.00
FM 100.3 CC  PSA's  KSD-FM FM 93.7	M-F M-F Sa/Su 2 Week Country M-F M-F	10A-3P 3-6P 6A-12M 6A-7P  Total Per Week Total 2 Weeks  Total (Approx)  6-10A 10A-3P	10 8 10 10 46 92 20	0.9 1.1 0.8 0.6 39.8 79.6 14.0	127.78 131.82 62.50 33.33 98.74	115.00 145.00 50.00 20.00	1,150.00 1,160.00 500.00 200.00 3,930.00 7,860.00
FM 100.3  CC  PSA's  KSD-FM FM 93.7  CC	M-F M-F Sa/Su 2 Week Country M-F M-F M-F	10A-3P 3-6P 6A-12M 6A-7P Total Per Week Total 2 Weeks Total (Approx) 6-10A 10A-3P 3-7P 6A-12M 6A-7P	10 8 10 10 46 92 20 8 15 8 10 12	0.9 1.1 0.8 0.6 39.8 79.6 14.0 1.3 1.3 1.0 0.8 0.6	127.78 131.82 62.50 33.33 98.74 115.38 76.92 150.00 25.00 33.33	115.00 145.00 50.00 20.00 150.00 100.00 150.00 20.00	1,150.00 1,160.00 500.00 200.00 3,930.00 7,860.00 1,200.00 1,200.00 200.00 240.00
FM 100.3 CC  PSA's  KSD-FM FM 93.7	M-F M-F Sa/Su 2 Week Country M-F M-F M-F	10A-3P 3-6P 6A-12M 6A-7P Total Per Week Total 2 Weeks Total (Approx) 6-10A 10A-3P 3-7P 6A-12M	10 8 10 10 46 92 20 8 15 8	0.9 1.1 0.8 0.6 39.8 79.6 14.0 1.3 1.3 1.0 0.8	127.78 131.82 62.50 33.33 98.74 115.38 76.92 150.00 25.00	115.00 145.00 50.00 20.00 150.00 100.00 150.00 20.00	1,150.00 1,160.00 500.00 200.00 3,930.00 7,860.00 1,200.00 1,500.00 1,200.00 200.00

NHTSA - Missouri Division of Highway Safety
2005 Click It Or Ticket Campaign

**RADIO** 3/28/05

Market: Flight Dates: St. Louis 5/16 - 5/29/05 Market Rank MSA Pop. Men 18-34

19 289,700

Stations: KPNT-FM KSHE-FM KATZ-FM KSD-FM KSLZ-FM WFUN-FM WIL-FM

KMOX-AM

Fall 2004 ARB Rating Source:

(Net)

79.0

\$69,147.50

Page 2

	KSLZ-FM	WFUN-FM	WIL-FM	KMOX-AM				
Station Format	Day/Time		<b></b> .<	Weekly #60 S. Spots	MSA Rtg Men <u>18-34</u>	<u>CPP</u>	Gross Cost <u>60s</u>	Gross Wkly <u>Cost</u>
KSLZ-FM		orary Hit Rac	<u>lio</u>	-				
FM 105.7	M-F	6-10A		8	1.1	159.09	175.00	1,400.00
CC	M-F	6A-12M		12	0.8	106.25	85.00	1,020.00
	Sa/Su	6A-7P		10	0.7	100.00	70.00	700.00
		Total Per W	leek	30	25.4	122.83		3,120.00
		Total 2 Wee		60	50.8	122.00		6,240.00
PSA's	2 Wook To	otal (Approx)		<u>10</u>	<u>6.0</u>			0,240.00
F3A3	Z VVEEK 10	nai (Approx)		10	0.0			
WFUN-FM	Urban Col	ntemporary						
FM 95.5	M-F	6-10A		10	1.2	83.33	100.00	1,000.00
54 TE - 10 TE	M-F	10A-3P		8	0.7	107.14	75.00	600.00
KTZ	M-F	3-7P		5	1.1	63.64	70.00	350.00
	M-F	7P-12M		10	0.9	27.78	25.00	250.00
	Sa	3-7P		5	0.5	50.00	25.00	125.00
	Ear				= =			
		Total Per W	/eek	38	34.6	67.20		2,325.00
		Total 2 Wee	eks	76	69.2			4,650.00
PSA's	2 Week To	otal (Approx)		20	6.0			
	_							
WIL-FM	Country			_	19202		22/22/	222222
FM 92.3	M-F	5-7A	(3x Max)	3	0.9	55.56	50.00	150.00
10000000	M-F	7A-6P		12	1.2	150.00	180.00	2,160.00
KTZ	M-F	6A-12M		7	0.9	22.22	20.00	140.00
	Sa/Su	8A-5P		8	0.9	55.56	50.00	400.00
		Total Per W	leek	30	30.6	93.14		2,850.00
		Total 2 Wee		60	61.2	00.14		5,700.00
PSA's	2 Wook To	otal (Approx)		<u>10</u>	10.0			5,700.00
TOAS	Z WEEK TO	Aut (Approx)		10	10.0			
KMOX-AM	News/Info	/Sports		(30 S.)				
AM 1120	Various	Baseball*		6	8.5	58.82	500.00	3,000.00
19		Pre/Post Ga	ames*	6	9.5	52.63	500.00	3,000.00
								r.
		Total Per W		12	108.0	55.56		6,000.00
		Total 2 Wee	eks	24	216.0			12,000.00
DCA's	2 Wook To	otal (Approx)	6	e	2.0			
PSA's	Z VVEEN TO	itai (Approx)		<u>6</u>	<u>3.0</u>			
	Market To		D111	200	500 4	00.00		10.075.05
		Paid	Per Week	328	503.4	80.80		40,675.00
			2 Weeks	656	1006.8			81,350.00

**PSA's** 126

# KANSAS CITY - Radio

Campaign: Click It Or Ticket -- 2005

Flight Date: 5/16-5/29/05 Sweeps: Fall 2004 ARB

Stations: KQRC-FM KRBZ-FM KCSP-AM WDAF-FM

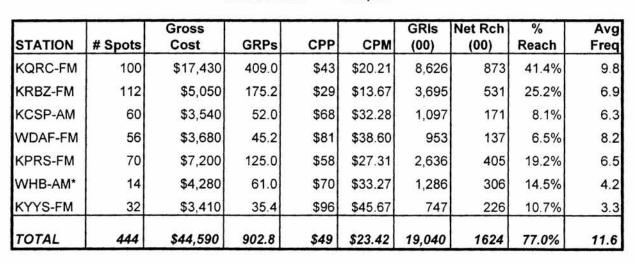
KPRS-FM KZPL-FM/WHB-AM KYYS-FM

M18-34 MSA

210,900

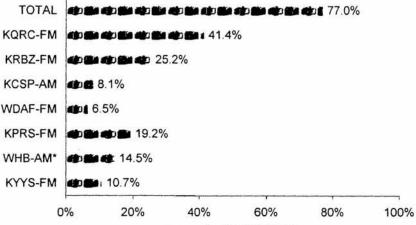
**CUCK IT** 

TICKET



<sup>\*</sup> Combo includes KZPL-FM

## Station Reach



Percent of M18-34 MSA

NHTSA - Missouri Division of Highway Safety 2005 Click It Or Ticket Campaign

**RADIO** 

3/28/05

Market: Flight Dates: **Kansas City** 

5/16-5/29/05

Market Rank MSA Pop. Men 18-34

29 210,900

Stations: KQRC-FM KRBZ-FM KCSP-AM WDAF-FM KPRS-FM WHB-AM

KYYS-FM

Rating Source:

Fall 2004 ARB

Station			Weekly	MSA Rtg		Gross	Gross
Format	Day/Time		#60 S.	Men		Cost	Wkly
	**************************************		Spots	18-34	CPP	60s	Cost
KQRC-FM	Album Or	iented Rock					
FM 98.9	M-F	5-6A	3	1.2	8.33	10.00	30.00
	M-F	6-10A	10	8.5	47.06	400.00	4,000.00
	M-F	10A-3P	10	5.0	40.00	200.00	2,000.00
	M-F	3-6P	10	3.6	51.39	185.00	1,850.00
	M-F	7P-12M	6	0.6	66.67	40.00	240.00
	Sa/Su	6A-7P	8	1.5	33.33	50.00	400.00
	M-Sat	6A-7P	3	4.8	13.54	65.00	195.00
		Total Per Week	50	204.6	42.60		8,715.00
		Total 2 Weeks	100	409.2			17,430.00
PSA's	2 Week To	otal (Approx)	<u>10</u>	<u>7.0</u>			
KRBZ-FM	Alt. Model	rn Rock					
FM 965.5	M-F	5-6A	3	0.2	25.00	5.00	15.00
	M-F	6-10A	10	1.7	41.18	70.00	700.00
	M-F	10A-3P	10	2.2	34.09	75.00	750.00
	M-F	3-6P	10	3.2	18.75	60.00	600.00
	M-F	7P-12M	10	0.3	50.00	15.00	150.00
	Sa/Su	6A-7P	10	0.7	35.71	25.00	250.00
	M-Sat	6A-7P	3	2.0	10.00	20.00	60.00
		Total Per Week	56	87.6	28.82		2,525.00
		Total 2 Weeks	112	175.2			5,050.00
PSA's	2 Week To	otal (Approx)	<u>10</u>	<u>5.0</u>			
KCSP-AM	Sports						
AM 610	M-F	6-10A	6	0.8	93.75	75.00	450.00
	M-F	10A-3P	10	1.0	70.00	70.00	700.00
	M-F	3-7P	6	0.8	87.50	70.00	420.00
	M-Sa	6A-7P	8	0.8	31.25	25.00	200.00
		Total Per Week	30	26.0	68.08		1,770.00
		Total 2 Weeks	60	52.0			3,540.00
PSA's	2 Week To	tal (Approx)	<u>16</u>	<u>5.0</u>			
WDAF-FM							
FM 106.5	M-F	6-10A	0	0.5	250.00	125.00	0.00
	M-F	10A-3P	10	0.8	100.00	80.00	800.00
	M-F	3-6P	10	0.9	88.89	80.00	800.00
	Sa/Su	6A-7P	8	0.7	42.86	30.00	240.00
		Total Per Week	28	22.6	81.42		1,840.00
		Total 2 Weeks	56	45.2			3,680.00
PSA's	2 Week To	tal (Approx)	<u>10</u>	<u>5.0</u>			

NHTSA - Missouri Division of Highway Safety 2005 Click It Or Ticket Campaign

**RADIO** 

3/28/05

Market: Flight Dates: **Kansas City** 

5/16-5/29/05

Market Rank MSA Pop. Men 18-34

29 210,900

Stations: KQRC-FM KRBZ-FM KCSP-AM WDAF-FM

Rating Source:

Fall 2004 ARB

Stations.		WHB-AM	KYYS-FM	WDAI-FIN		realing oource.		T all 2004 AND
Station Format	Day/Time			Weekly #60 S. Spots	MSA Rtg Men <u>18-34</u>	CPP	Gross Cost 60s	Gross Wkly <u>Cost</u>
KPRS-FM	Urban Col	ntemporary						
FM 103.3	M-F	6-10A		5	1.5	93.33	140.00	700.00
	M-F	10A-3P		10	2.4	45.83	110.00	1,100.00
	M-F	3-7P		10	2.1	66.67	140.00	1,400.00
	Sa/Su	6A-7P		10	1.0	40.00	40.00	400.00
		Total Per W		35	62.5	57.60		3,600.00
		Total 2 Wee	eks	70	125.0			7,200.00
PSA's	2 Week To	otal (Approx)		<u>20</u>	<u>8.0</u>			
KZPL-FM/		ock/Sports						
WHB-AM	M-F	10A-3P		2	1.0		195.00	390.00
FM 97.3/ AM 810	M-F	Various (Ro	yals Bsbl)	5	5.7	61.40	350.00	1,750.00
		Total Per W		7	30.5	70.16		2,140.00
		Total 2 Wee	ks	14	61.0			4,280.00
PSA's	2 Week To	otal (Approx)		<u>6</u>	<u>3.0</u>			
KYYS-FM	Classic Ro	ock						
FM 99.7	M-F	6-10A		4	0.9	138.89	125.00	500.00
	M-F	10A-3P		5	1.9	65.79	125.00	625.00
	M-F	3-7P		3	1.0	140.00	140.00	420.00
	Sa/Su	6A-7P		4	0.4	100.00	40.00	160.00
		Total Per W		16	17.7	96.33		1,705.00
	100 mass 20 200	Total 2 Wee		32	35.4			3,410.00
PSA's	2 Week To	otal (Approx)		<u>10</u>	<u>7.0</u>			
	Market To							
		Paid	Per Week	222	451.5	49.38		22,295.00
			2 Weeks	444	903.0			44,590.00
						(Ne	et)	37,901.50
			PSA's	82	40.0			

# COLUMBIA-JEFFERSON CITY - Radio 3/28/2005

Campaign: Click It Or Ticket - 2005

Flight Date: 5/16-5/29/05 Sweeps: Fall 2004

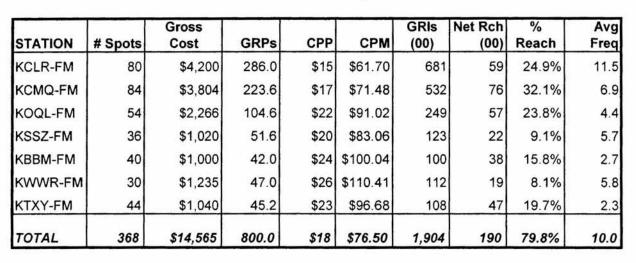
Stations: KCLR-FM KCMQ-FM KOQL-FM KSSZ-FM

KBBM-FM KWWR-FM KTXY-FM

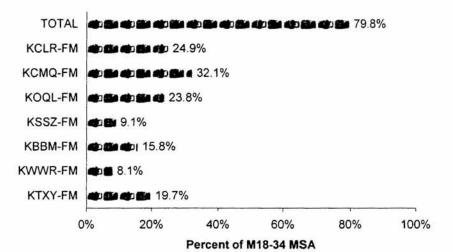
M18-34 MSA

23,800

**CUCK** II



#### Station Reach



NHTSA - Missouri Division of Highway Safety 2005 Click It Or Ticket Campaign

**RADIO** 

3/28/05

Market:

Columbia-Jefferson City

Flight Dates:

5/16-5/29/05

MSA Pop. Men 18-34

23,800

Stations: KCLR-FM KCMQ-FM KOQL-FM KSSZ-FM

KBBM-FM KWWR-FM KTXY-FM

Rating Source: Fall 2004 ARB

Station Format	Day/Time		Weekly #60 S. <u>Spots</u>	MSA Rtg Men 18-34	CPP	Gross Cost <u>60s</u>	Gross Wkly <u>Cost</u>
KCLR-FM FM 99.3	<u>Country</u> M-F	6-10A	10	2.9	18.97	55.00	550.00
7 107 55.5	M-F	10A-3P	10	3.8	17.11	65.00	650.00
ktz	M-F	3-7P	10	4.2	14.29	60.00	600.00
	M-F	10A-12M	10	3.4	8.82	30.00	300.00
	Sa/Su	6A-7P	0	1.3	23.08	30.00	0.00
		Total Per Week	40	143.0	14.69		2,100.00
		Total 2 Weeks	80	286.0			4,200.00
PSA's	2 Week To	otal (Approx)	<u>10</u>	<u>10.0</u>			
KCMQ-FM	Classic R	ock					
FM 96.7	M-F	6-10A	10	3.4	17.65	60.00	600.00
	M-F	10A-3P	8	2.5	22.00	55.00	440.00
ktz	M-F	3-7P	10	2.5	20.00	50.00	500.00
	M-F	6A-12M	10	2.6	9.62	25.00	250.00
	Sa/Su	6A-7P	4	1.7	16.47	28.00	112.00
		Total Per Week	42	111.8	17.01		1,902.00
		Total 2 Weeks	84	223.6			3,804.00
PSA's	2 Week To	otal (Approx)	<u>10</u>	<u>10.0</u>			
KOQL-FM	CHR						
FM 106.1	M-F	7-10A	6	1.7	23.53	40.00	240.00
	M-F	10A-3P	10	2.1	21.43	45.00	450.00
ktz	M-F	3-5P	6	2.1	25.24	53.00	318.00
	M-F	10A-12M	5	1.7	14.71	25.00	125.00
		Total Per Week	27	52.3	21.66		1,133.00
		Total 2 Weeks	54	104.6			2,266.00
PSA's	2 Week To	otal (Approx)	<u>27</u>	<u>52.3</u>			
KSSZ-FM	News/Talk	•					
FM 93.9	M-F	6-10A	3	1.3	24.62	32.00	96.00
	M-F	10A-3P	3	1.3	24.62	32.00	96.00
ktz	M-F	3-7P	6	1.7	21.76	37.00	222.00
	M-F	6A-12M	6	1.3	12.31	16.00	96.00
		Total Per Week	18	25.8	19.77		510.00
		Total 2 Weeks	36	51.6			1,020.00
PSA's	2 Week To	otal (Approx)	<u>10</u>	<u>40.0</u>			

Market:

Columbia-Jefferson City

Flight Dates:

5/16-5/29/05

MSA Pop. Men 18-34

23,800

Stations:

KCLR-FM KCMQ-FM KOQL-FM KSSZ-FM

KBBM-FM KWWR-FM KTXY-FM

Rating Source: Fall 2004 ARB

	KBRW-FM	I KWWR-FN	N KIXY-FM					
Station Format	Day/Time			Weekly #60 S. Spots	MSA Rtg Men 18-34	CPP	Gross Cost 60s	Gross Wkly <u>Cost</u>
KBBM-FM	Album Or	iented Rock	r.					
FM 100.1	M-F	6-10A	•	0	0.8	41.25	33.00	0.00
1111 100.11	M-F	10A-3P		0	0.8	41.25	33.00	0.00
ktz	M-F	3-7P		10	1.3	26.92	35.00	350.00
	M-F	6A-12M		10	0.8	18.75	15.00	150.00
	Sa/Su	6A-7P		0	0.8	31.25	25.00	0.00
		Total Per V	Veek	20	21.0	23.81		500.00
		Total 2 We	eks	40	42.0			1,000.00
PSA's	2 Week To	otal (Approx	2	<u>20</u>	21.0			
KWWR-FM								
FM 95.7	M-F	6-10A		5	2.1	19.61	41.18	205.90
	M-F	10A-3P		5	1.3	31.68	41.18	205.90
direct	M-F	3-7P		5	1.3	31.68	41.18	205.90
	M-F	7P-12M		0	0.5	56.48	28.24	0.00
		T-4-1 D14	V21.	46	20.5	00.00		04770
		Total Per V		15	23.5	26.29		617.70
		Total 2 We	eks	30	47.0			1,235.40
DCA's	2 Mask Te	tal /Annray	4.	20	10.0			
PSA's		otal (Approx schedule on		<u>30</u>	<u>10.0</u>			
Station Do	iius saine s	criedate on	TOLEO-AIII					
KTXY-FM	CHR							
FM 106.9	M-F	6-10A		2	0.8	31.25	25.00	50.00
	M-F	10A-3P		2	0.8	31.25	25.00	50.00
ktz	M-F	3-7P		10	1.3	23.08	30.00	300.00
	M-F	10A-12M		8	0.8	18.75	15.00	120.00
	Sa/Su	6A-7P		0	0.4	37.50	15.00	0.00
		Total Per V	Veek	22	22.6	23.01		520.00
		Total 2 We	eks	44	45.2			1,040.00
PSA's	2 Week To	tal (Approx	2	<u>10</u>	<u>5.0</u>			
		\$100 E100						
	Market To							
		Paid	Per Week	184	400	18.20675	0	7282.7
			2 Weeks	368	800	36.4135	0	14565.4
						8	(1)-4)	640 000 50
						(	(Net)	\$12,380.59
			PSA's	107	108.3			
			FORS	107	106.3			

# JOPLIN - Radio 3/28/2005

Campaign: Click It Or Ticket - 2005

Flight Date: 5/16-5/29/05 Sweeps: Fall 2004

Stations: KIXQ-FM KXDG-FM KSYN-FM

KJML-FM KJMK-FM KQYX-AM

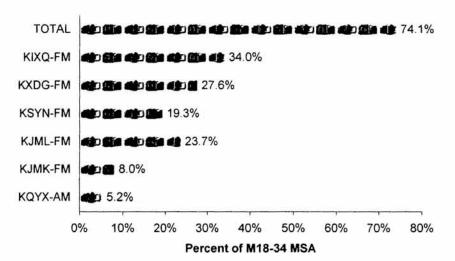
M18-34 MSA

19,400



STATION	# Spots	Gross Cost	GRPs	СРР	СРМ	GRIs (00)	Net Rch (00)	% Reach	Avg Freq
KIXQ-FM	72	\$4,060	279	\$15	\$75.06	541	66	34.0%	8.2
KXDG-FM	40	\$2,170	120	\$18	\$93.21	233	54	27.6%	4.4
KSYN-FM	52	\$1,840	112	\$16	\$84.68	217	37	19.3%	5.8
KJML-FM	60	\$1,380	166	\$8	\$42.85	322	46	23.7%	7.0
KJMK-FM	50	\$1,110	60	\$19	\$95.36	116	16	8.0%	7.6
KQYX-AM	40	\$600	84	\$7	\$36.82	163	10	5.2%	16.3
TOTAL	314	\$11,160	820.8	\$14	\$70.09	1,592	144	74.1%	11.1

#### Station Reach



	Missouri Div k It Or Ticke		hway Safety		RADIO			3/28/05
Market:		Joplin						100000000000000000000000000000000000000
Flight Dates:		5/16-5/29/0	5			MSA Pop. Men	18-34	19,400
		KXDG-FM KJMK-FM	KSYN-FM KQYX-AM		Rating Source:		Fall 2004 ARB	
Station				Weekly	MSA Rtg		Gross	Gross
Format	Day/Time			#60 S.	Men		Cost	Wkly
	1501			Spots	18-34	CPP	60s	Cost
KIXQ-FM	Country							
FM 102.5	M-F	6-10A		10	5.2	15.38	80.00	800.00
	M-F	10A-3P		8	6.2	12.90	80.00	640.00
	M-F	3-7P		4	3.6	22.22	80.00	320.00
	M-F	7P-12M		10	1.5	10.00	15.00	150.00
	Sa/Su	6A-7P		4	2.1	14.29	30.00	120.00
		Total Per W	/eek	36	139.4	14.56		2,030.00
		Total 2 Wee	eks	72	278.8			4,060.00
PSA's	2 Week To	tal (Approx)		<u>15</u>	10.0			

2

3

3

4

20

40

15

10

5

5

6

26

52

15

4.1

2.6

2.6

2.6

1.6

60.0

120.0

10.0

2.6

2.1

2.1

1.5

56.0

112.0

10.0

18.29

28.85

28.85

12.50

18.08

15.38

19.05

19.05

13.33

16.43

3.85

75.00

75.00

75.00

10.00

20.00

40.00

40.00

40.00

20.00

600.00

150.00

225.00

30.00

80.00

1,085.00

2,170.00

400.00

200.00

200.00

120.00

920.00

1,840.00

KXDG-FM Classic Rock

M-F

M-F

M-F

M-F

CHR

M-F

M-F

M-F

Sa/Su

Sa/Su

FM 97.9

PSA's

KSYN-FM

FM 102.5

PSA's

7-10A

3-6P

5A-8P

6A-7P

7-10A

3-7P

2 Week Total (Approx)

6A-7P

Total Per Week

Total 2 Weeks

10A-3P

2 Week Total (Approx)

Total Per Week

Total 2 Weeks

(3x Max)

10A-3P

Joplin Market: Flight Dates: 5/16-5/29/05 MSA Pop. Men 18-34 19,400 KXDG-FM KSYN-FM Rating Source: Fall 2004 ARB Stations: KIXQ-FM KJML-FM KJMK-FM KQYX-AM MSA Rtg Gross Station Weekly Gross #60 S. Men Cost Wkly **Format** Day/Time CPP Spots 18-34 60s Cost Alt/Modern Rock KJML-FM 7-10A 10 2.6 8.46 22.00 220.00 FM 105.3 M-F 3.1 8.06 25.00 M-F 10A-3P 10 250.00 M-F 3-7P 10 2.6 8.46 22.00 220.00 6A-7P 0 15.00 15.00 Sa/Su 1.0 0.00 30 8.31 Total Per Week 83.0 690.00 Total 2 Weeks 60 166.0 1,380.00 <u>15</u> 10.0 PSA's 2 Week Total (Approx) KJMK-FM AC FM 93.9 M-F 6-10A 10 1.5 18.00 27.00 270.00 M-F 10A-3P 3 27.00 27.00 81.00 1.0 3-7P 2 M-F 1.0 27.00 27.00 54.00 M-F 7P-12M 10 1.0 15.00 15.00 150.00 Total Per Week 25 30.0 18.50 555.00 Total 2 Weeks 60.0 50 1,110.00 PSA's 2 Week Total (Approx) 15 10.0 Talk/Sports KQYX-AM 10A-3P 20 2.1 AM 1450 M-F 7.14 15.00 300.00 Total Per Week 20 42.0 7.14 300.00 Total 2 Weeks 40 84.0 600.00 2 Week Total (Approx) PSA's 15 5.0 **Market Totals** Paid Per Week 157 410.4 13.60 5,580.00 2 Weeks 314 820.8 11,160.00 (Net) \$9,486.00

90

55.0

PSA's

# SPRINGFIELD - Radio

3/28/05

CUCKIT

TICKET

Campaign: Click It Or Ticket - 2005

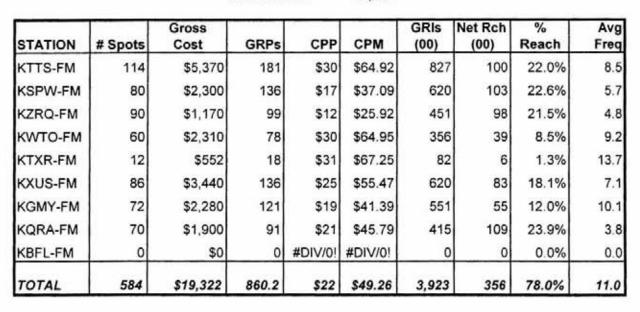
Flight Date: 5/16-5/29/05 Sweeps: Fall 2004

Stations: KTTS-FM KSPW-FM KZRQ-FM KWTO-FM

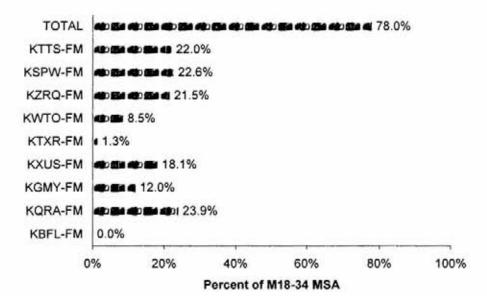
KTXR-FM KXUS-FM KGMY-FM KQRA-FM

M18-34 MSA

45,600



#### Station Reach



NHTSA - Missouri Division of Highway Safety
2005 Click It Or Ticket Campaign

2 Week Total (Approx)

PSA's

RADIO

3/28/05

2005 Click	k It Or Ticke	et Campaign						
Market: Flight Date	es:	Springfield 5/16-5/29/0				MSA Pop. Men	18-34	45,600
Stations:		KTTS-FM KWTO-FM KGMY-FM	KSPW-FM KTXR-FM KQRA-FM	KZRQ-FM KXUS-FM		Rating Source	:	Fall 2004 ARB
Station Format	Day/Time	KOMIT-I III	NGIVI-1 III	Weekly #60 S. Spots	MSA Rtg Men 18-34	<u>CPP</u>	Gross Cost <u>60s</u>	, , , , , , , , , , , , , , , , , , ,
KTTS-FM	Country							
FM 94.7	M-F	6-10A		3	1.1	72.73	80.00	240.00
	M-F	11A-3P		15	2.4	27.08	65.00	975.00
	M-F M-F	3-7P 7P-12 <b>M</b>		10 15	0.9 1.8	66.67	60.00	600.00
	Sa/Su	6A-7P		14	1.0	16.67	30.00	
	Sa/Su	6A-1P		14	1.1	27.27	30.00	420.00
		Total Per W		57	90.7	29.60		2,685.00
		Total 2 Wee	eks	114	181.4			5,370.00
PSA's	2 Week To	otal (Approx)	Ĺ	<u>15</u>	<u>15.0</u>			
KODW FM	Danier 40	T)						
FM 96.5	Power AC M-F	6-10A		10	2.0	15.00	30.00	300.00
FIN 90.5	M-F	10A-3P		10	1.8	16.67	30.00	300.00
	M-F	3-7P		10	1.3	26.92	35.00	350.00
	M-F	6A-12M		10	1.7	11.76	20.00	200.00
	Sa/Su	6A-7P		0	0.4	37.50	15.00	0.00
		Total Per W	eek	40	68.0	16.91		1,150.00
		Total 2 Wee		80	136.0	19.9		2,300.00
PSA's	2 Week To	otal (Approx)		<u>15</u>	<u>10.0</u>			
KZRQ-FM		b Oriented						
FM 106.7	M-F	6-10A		10	1.1	13.64	15.00	150.00
	M-F	10A-3P		15	1.1	13.64	15.00	225.00
	M-F	3-6P		10	1.3	11.54	15.00	150.00
	M-F	6A-12M		10	0.9	6.67	6.00	60.00
	Sa/Su	6A-7P		0	0.2	50.00	10.00	0.00
		Total Per W	eek	45	49.5	11.82		585.00
		Total 2 Wee	ks	90	99.0			1,170.00
PSA's	2 Week To	otal (Approx)		<u>15</u>	<u>10.0</u>			
KWTO-FM				2-	نتا پر	1 <u>-</u>		
FM 98.7	M-F	6-11A		15	1.5	28.00	42.00	
	M-F	11A-3P		15	1.1	31.82	35.00	525.00
	M-F	3-7P		0	0.4	87.50	35.00	0.00
		Total Per W	eek	30	39.0	29.62		1,155.00
		Total 2 Wee	ks	60	78.0			2,310.00

<u>30</u>

15.0

NHTS	A - Missouri Division of Highway	Safety
2005	Click It Or Ticket Campaign	

**RADIO** 

3/28/05

2005 CI	ck It Or Tick	et Campaign						
Market: Flight Da	ites:	Springfield 5/16-5/29/0				MSA Pop. Me	en 18-34	45,600
Stations		KTTS-FM KWTO-FM KGMY-FM	KSPW-FM KTXR-FM KQRA-FM	KZRQ-FM KXUS-FM		Rating Source	e:	Fall 2004 ARB
Station Forma	t Day/Time			Weekly #60 S. Spots	MSA Rtg Men 18-34	СРР	Gross Cost <u>60s</u>	Gross Wkly <u>Cost</u>
KTXR-FI FM 101.:		Various (Cardinal B	sbl)	6	1.5	30.67	46.00	276.00
PSA's	2 Week T	Total Per W Total 2 Wee otal (Approx)	eks	6 12 <u>10</u>	9.0 18.0 <u>10.0</u>	30.67		276.00 552.00
KXUS-FI	M Classic R	nck						
FM 97.3	M-F	6-10A		10	3.3	18.18	60.00	600.00
, ,	M-F	10A-3P		10	1.5	36.67	55.00	550.00
	M-F	3-7P		5	1.0	50.00	50.00	250.00
	M-Su	6A-12M		10	1.1	18.18	20.00	200.00
	Sa/Su	6A-7P		8	0.5	30.00	15.00	120.00
		Total Per W	ook	43	68.0	25.29		1,720.00
		Total 2 Wee		86	136.0	25.29		3,440.00
PSA's	2 Week To	otal (Approx)	Jacobs 11	20	15.0			0,110.00
				_				
	M Country							
FM 100.5		6-10A		5	1.8	33.33	60.00	300.00
	M-F	10A-3P		10	2.4	18.75	45.00	450.00
	M-F M_Su	3-7P 6A-12 <b>M</b>		5 10	1.8	27.78 3.85	50.00	250.00
	Sa/Su	6A-12W		10 6	1.3 0.9	16.67	5.00 15.00	50.00 90.00
	Oarou	OA-11		Ü	0.3	10.07	15.00	30.00
		Total Per W	eek	36	60.4	18.87		1,140.00
		Total 2 Wee		72	120.8			2,280.00
PSA's	2 Week To	otal (Approx)		<u>20</u>	<u>15.0</u>			
KQRA-F FM 102.1		<u>rn Rock</u> 10А-3Р		10	4.0	10.44	25.00	250.00
FIVI 102.1	M-F M-F	3-6P		10 10	1.8 1.5	19.44 23.33	35.00 35.00	350.00 350.00
	M-F	6P-10P		10	0.7	21.43	15.00	150.00
	Sat	10A-7P		5	1.1	18.18	20.00	100.00
	Sat	3-7P		0	0.7	35.71	25.00	0.00
		Total Per W	200	35	45.5	20.88		950.00
DCA/a	2 Mark T	Total 2 Wee		70	91.0			1,900.00
PSA's	2 Week 10	otal (Approx)		<u>20</u>	<u>15.0</u>			
	Market To	tals						
		Paid	Per Week	292	430.1	22.46		9,661.00
			2 Weeks	584	860.2			19,322.00
							<b></b>	
						(	(Net)	\$16,423.70

145

105.0

PSA's

# Cape/Bootheel/Brookfield/Kirksville

3/28/05

Campaign: Click It Or Ticket - 2005

Flight Date: 5/16-5/29/05

Stations: KEZS-FM KFEB-FM KZBK-FM

KLSC-FM KTUF-FM KRXL-FM



STATION	# Spots	Gross Cost	GRPs	СРР	СРМ	GRIs (00)	Net Rch (00)	% Reach	Avg Freq
KEZS-FM	94	\$4,766	NA	NA	NA	NA	NA	NA	NA
KFEB-FM	60	\$1,130	NA	NA	NA	NA	NA	NA	NA
KZBK-FM	96	\$2,202	NA	NA	NA	NA	NA	NA	NA
KLSC-FM	80	\$1,580	NA	NA	NA	NA	NA	NA	NA
KTUF-FM	80	\$2,180	NA	NA	NA	NA	NA	NA	NA
KRXL-FM	80	\$2,120	NA	NA	NA	NA	NA	NA	NA
TOTAL	490	\$13,978	800*	NA	NA	NA	NA	NA	NA

<sup>\*</sup> Estimated GRPs

Market:

Cape Girardeau/Bootheel/Brookfield/Kirksville

Flight Dates:

5/16-5/29/05

Stations:

KEZS-FM KFEB-FM KZBK-FM KLSC-FM KTUF-FM KRXL-FM

Station Format	Day/Time	е	Weekly #60 S.	MSA Rtg Men	Gross Cost	Gross Wkly
			Spots	<u>18-34</u>	<u>60s</u>	Cost
KEZS-FM	Cape Gir					
		cluding Bootheel Counties)				
100,000/	Country	6-10A	10	NI A	90.00	060.00
FM 102.9	M-F M-F	10A-3P	12 15	N.A. N.A.	80.00 49.00	960.00
	M-F	3-7P	12	N.A.	34.00	735.00 408.00
	Sa/Su	10A-7P	8	N.A.	35.00	280.00
	SarSu	IUA-7F	0	IN.A.	35.00	200.00
		Total Per Week	47			2,383.00
		Total 2 Weeks	94			4,766.00
PSA's	2 Week 7	Total (Approx)	20	N.A.		W.#GRAZEGER/70
- 3						
KFEB-FM	Poplar B					
(Covers all						
25,000/ FM 102.3	<u>Modern I</u> M-F	6A-7P	15	N.A.	20.59	308.85
FIN 102.3		8A-12M	10	N.A.	17.65	176.50
	Sa Su	8A-7P				
	Su	0A-7P	5	N.A.	15.88	79.40
		Total Per Week	30			564.75
		Total 2 Weeks	60			1,129.50
PSA's	2 Week 7	Total (Approx)	<u>12</u>	N.A.		
KZBK-FM	Brookfie					
(Covers Line		IE MO)				
50,000/	Hot AC	0.404	40		00.04	075.00
FM 100.7	M-F	6-10A	12	N.A.	22.94	275.28
	M-F	10A-3P	12	N.A.	22.94	275.28
	M-F	3-7P	12	N.A.	22.94	275.28
	Sa/Su	6A-7P	12	N.A.	22.94	275.28
		Total Per Week Total 2 Weeks	48 96			1,101.12
		Total 2 vveeks	90			2,202.24
PSA's	2 Week 7	Total (Approx)	<u>48</u>	<u>N.A.</u>		
VI SC EM	Cikaatan					
KLSC-FM (Covers all I	Sikeston					
25,000/	Hot AC	ournes)				
FM 92.9	M-F	6-10A	10	N.A.	22.00	220.00
FW 32.3	M-Su	10A-3P	10	N.A.	20.00	200.00
	M-Su	3-7P	10	N.A.	18.00	180.00
	M-Su	6A-7P	10	N.A.	19.00	190.00
	IVI-OU	UN-11	10	IN.A.	18.00	190.00
		Total Per Week	40			790.00
		Total 2 Weeks	80			1,580.00
PSA's	2 Week 7	Total (Approx)	<u>30</u>	N.A.		160
		iews with NHTSA on News			charge in cor	junction with
paid sched			3.00			

**RADIO** 

3/28/05

Market:

Cape Girardeau/Bootheel/Brookfield/Kirksville

Flight Dates:

5/16-5/29/05

Stations:

KEZS-FM KFEB-FM KZBK-FM

KLSC-FM KTUF-FM KRXL-FM

Station Format	Day/Time	•		Weekly #60 S. <u>Spots</u>	MSA Rtg Men <u>18-34</u>	Gross Cost <u>60s</u>	Gross Wkly Cost			
KTUF-FM (Covers Ada	Kirksville lair Co plus NE MO)									
50,000/	New Country									
FM 93.7	M-Sun	6A-7P		40	N.A.	27.25	1,090.00			
		Total Per	Week	40			1,090.00			
		Total 2 W	/eeks	80			2,180.00			
PSA's	2 Week Total (Approx)			<u>20</u>	<u>N.A.</u>					
KRXL-FM (Covers Ada	Kirksville air Co plus N	Sharatan be the small expension								
100,000/	Classic R	lock								
FM 94.5	M-Sun	6A-7P		40	N.A.	26.50	1,060.00			
	Total Per Week Total 2 Weeks		40			1,060.00				
			80			2,120.00				
PSA's	2 Week Total (Approx)		<u>20</u>	<u>N.A.</u>		912				
	Market To	otals								
		Paid	Per Week	245	400*		6,988.87			
			2 Weeks	490	800*		13,977.74			
					(Net)		\$11,881.08			
			PSA's	150	100*					

<sup>\*</sup>NOTE: Although GRPs are not available, estimated delivery for 490 paid spots would be similar to other markets, a minimum of 800

Learfield's Brownfield Agricultural Network – 39 stations in Missouri x 15 times per week x 2 weeks (May 16 through 29) = 1,170 sixty-second spots

Aurora	KWSM-AM	940
Ava	KKOZ-AM/FM	1430/92.1
Bethany	KAAN-AM/FM	870/95.5
Bolivar	KYOO-AM	1200
Boonville	KWRT-AM	1370
Bowling Green	KPCR-AM	1530
Butler	KMAM/KMOE	1530/92.1
Cameron	KKWK-FM	100.1
Cape Girardeau	KZIM-AM	960
Chillicothe	KCHI-AM/FM	1010/103.9
Clinton	KDKD-FM	95.3
Doniphan	KOEA-FM	97.5
Fulton	KFAL-AM	900
Hannibal	KHMO-AM	1070
Kennett	KOTC-AM	830
Kirksville	KIRX-AM	1450
Malden	KMAL-AM	1470
Marshall	KMMO-AM/FM	1300/102.9
Memphis	KMEM-FM	100.5
Mexico	KXEO-AM / KWWR-FM	1340 / 95.7
Monett	KRMO-AM	990
Mountain Grove	KELE-FM	92.5
Nevada	KNEM/KNMO	1240/97.7
Park Hills	KFMO-AM	1240
Piedmont	KPWB-FM	104.9
Poplar Bluff	KAHR-FM	96.7
Rolla	KZNN-FM	105.3
Salem	KSMO-AM	1340
Sedalia	KDRO-AM	1490
Sikeston	KSIM-AM	1400
Thayer	KALM-AM	1290
Trenton	KTTN-FM	92.3
Warrensburg	KOKO-AM	1450
West Plains	KWPM-AM	1450
Wickliffe, KY	WGKY-FM	95.9
Willow Springs	KUKU-AM/FM	1330/100.3

Learfield Missourinet Stations – 55 stations x 31 spots per station the week of May 16, and 55 stations x 23 spots per station the week of May 23, for a total of 2,970 sixty-second spots.

Ava	KKOZ AM-FM	1400/92.1
Bethany	KAAN AM-FM	870/95.5
Boonville	KWRT-AM	1370
Branson	KOMC-FM	100.1
Buffalo	KBFL-FM	99.9
Cameron	KKWK-FM	100.1
Cape Girardeau	KZIM-AM	960
Cairo, IL	WKRO-AM	1490
Carthage	KDMO-AM	1490
Chillicothe	KCHI AM-FM	1010/103.9
Clinton	KDKD AM-FM	1280/95.3
Columbia	KFRU-AM	1400
Doniphan	KDFN-AM	1500
Farmington	KREI-AM	800
Festus	KJFF-AM	1400
Fulton	KFAL-AM	900
Jefferson City	KWOS-AM	950
Joplin	KQYX-AM	1560
Kansas City	KMBZ-AM	980
Kennett	KBOA-FM	105.5
Kirksville	KIRX-AM	1450
Lebanon	KBNN-AM	750
Louisiana	KJFM-FM	102.1
Marshall	KMMO AM-FM	1300/102.9
Memphis	KMEM-FM	100.5
<u>Mexico</u>	KXEO-AM	1340
Moberly	KWIX-AM	1230
Monett	KRMO-AM	990
Mountain Grove	KELE-FM	92.5
Neosho	KBTN-AM	1420
Nevada	KNEM-KNMO	1240/97.7
Piedmont	KOWE DW-EM	11/0/10/ 0

# -----

# Linking

If we failed to link to your website please let us know. If you link to us, feel Ifree to use this graphic.

# Misseurinet

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CLIENT: Missouri Division of Highway Safety

FORMAT: Radio: 60

TITLE: Click It or Ticket! May Enforcement Waves

DATE: April 30, 2004

SFX: [sounds of bass guitar...thump thump...ominous sound like on Jaws]

Sixty percent of the people who died in traffic crashes last year were not buckled up.

Over eighty percent of those killed in crashes involving pickup trucks weren't wearing their safety belts either.

That's why starting May 23, law enforcement officers across the state will join together for Click It or Ticket – a national mobilization to get drivers to buckle up and buckle up their passengers.

Law Enforcement officers don't *like writing* tickets. But most officers would rather write a hundred tickets than pull one more body from a traffic crash.

[pause]

Click It....[SFX: belt buckling] Or Ticket! Missouri is serious. If you're stopped for an offense, and you're not buckled up, you will get a ticket. No exceptions. No excuses.

Safety belts save lives. Click It...[SFX: belt buckling] or Ticket.

**ANNCR:** This campaign is sponsored by the Missouri Department of Transportation.



Our mission is to provide a world-class transportation experience that delights our customers and promotes a prosperous Missouri.

MoDOT News Release

May 13, 2004

Home

HOME >> NEWSANDINFO >> NEWSRELEASES >> 2005 >> MAY 2005 >> CLICK IT

About

Business

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Services

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News & Information



JEFFERSON CITY – The Missouri Department of Transportation's "Click It or Ticket" campaign will begin May 16 with an aggressive advertising effort supported by enforcement of safety belt and child restraint laws.

Among the messages of the campaign:



Contact Us 1-888 ASK MODOT 5/3 - 751 - 2551 out of state

Request a Highway Map FREE!

Go

MoDOT Central Office 105 W. Capitol Avenue Jefferson City, MO 65102 1-888 ASK MODOT (1-888 275 6636)

Search

•If you're wearing your safety belt in a crash, your injury chances are only one in eight. If you're not, your chances are one in four.

• A driver involved in a 2004 Missouri traffic crash had a one in 37 chance of being killed if not wearing a safety belt. In those cases where drivers were safety belts, their chance of being killed was only one in 1,283.

• Safety belts reduce the risk of serious injury for front seat occupants of passenger cars by 50 percent and light trucks by 65 percent.

The statewide campaign emphasizes increased enforcement of Missouri's traffic laws, including following too closely, speeding, driving while intoxicated, and occupant restraint violations. With more than 1,000 work zones in Missouri this year, these laws are especially important.

Law enforcement across the state will take a zero-tolerance stance to increase awareness and compliance of Missouri's safety belt and child restraint laws. Enforcement efforts begin May 23 and run through June 5, including the Memorial Day holiday.

"Traffic fatalities are an ongoing tragedy we must do something about," said Scott Turner, highway safety program administrator for MoDOT. "The laws for safety belt and child restraint use are on the books to save lives."

Sixty percent of the people who died in traffic crashes last year were not buckled up. Over eighty percent of those killed in crashes involving pickup trucks weren't wearing their safety belts either. Using safety belts and child restraints is one of the best ways to prevent death and personal injury when involved in a traffic crash.

MoDOT, in cooperation with the National Highway Traffic Safety Administration and the Missouri Safety Center, awarded grants to local law enforcement agencies to assist in the national effort.

Editor's note: Download the Click It or Ticket logo and two radio spots below by right-clicking on the link and choosing the "save target as" option.

Click It or Ticket Public Radio Spot I



Click It or Ticket Public Radio Spot II

Home | About | Business | Plans & Projects | Safety | Services | Other Transportation | News & Information

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Missouri Coalition for **Roadway Safety** 

P.O. Box 270 Jefferson City, Missouri 65102 800.800.2358 Fax: 573.634.5977 www.saveMOlives.com

For more information contact Captain Christian Ricks at 573-526-6115 or Bill Whitfield at 573-751-4161.

June 30, 2005 – For immediate release

#### Over 16,000 Tickets Issued During Click It or Ticket Campaign

JEFFERSON CITY - The Missouri State Highway Patrol and local law enforcement agencies across the state participated in the *Click It or Ticket!* Campaign – a national effort to increase safety belt and child restraint use. MoDOT's Highway Safety Division in cooperation with the National Highway Traffic Safety Administration and the Missouri Safety Center awarded grants to local law enforcement agencies to assist in a national effort to enforce traffic laws and increase safety belt and child restraint use. The enforcement effort was conducted May 23 through June 5, 2005.

During the statewide campaign, law enforcement officers issued over 16,000 tickets including 4,500 safety belt, 150 child restraint, 7,200 speeding, 98 driving while intoxicated, and approximately 4,100 tickets for other violations.

Data has been captured for the last six years on safety belt use in the state. The usage rate has gone up each year from 60 percent in 1998 to 76 percent in 2004. Officials are hopeful that we will see an increase in this year's usage rate as well.

The Missouri Coalition for Roadway Safety was formed in April 2001 and is comprised of hundreds of safety partners including law enforcement, local/city planning, not-for-profit organizations, state agencies, civic groups, private businesses, and other safety advocates.

Representatives of the Missouri Safety Council, Missouri State Highway Patrol, AAA Auto Club of Missouri, the Missouri Department of Revenue, the Missouri Department of Transportation, the Missouri Department of Public Safety, and the Missouri Safety Center serve as committee chairpersons for the coalition.

###



Young drivers are most at risk for safety belt violation.

Drivers under the age of 21 comprise only ten percent of the licensed drivers in the state, but were involved in 30 percent of the traffic crashes in 2003. What's even more alarming is that nearly HALF of all teens in Missouri do not wear safety belts as drivers or passengers. As an inexperienced driver, not wearing your safety belt risks not only your life, but you can lose your permit or license as well. Missouri's Graduated Driver License Law requires drivers holding a permit or intermediate license, and their passengers, to wear a safety belt at all times.

# Click It or Ticket

Missouri is serious about saving lives.

If you're pulled over and you're not wearing a safety belt, you WILL get a ticket.



Missouri Department of Transportation Highway Safety Division P.O. Box 270 - Jefferson City, MO 65102 573-751-4161 800-800-BELT www.modot.org

# Safety Belts Save Lives.

You were given a citation for not wearing a safety belt. Here's why:

By Missouri law, if you are pulled over for any reason and you are not buckled up, you can be cited for a safety belt violation. Proper safety belt use can save your life. That's why Missouri has joined a national enforcement campaign called Click It or Ticket to encourage every occupant of every vehicle to buckle their safety belts.

Safety belts must be worn correctly to be effective.

Data from the National Highway Traffic Safety Administration shows automobile occupants are 45 percent more likely to survive a crash if they are wearing their lap and shoulder belts correctly.

- The lap belt should be worn low and snug across the hips. The shoulder belt should be placed over the shoulder and across the chest adjusted according to the instructions in the vehicle owner's manual. Never place the shoulder belt under your arm or behind your back – this could result in serious or fatal injury.
- Safety belts should be worn in combination with air bag systems. They keep your body in the safest position so an air bag can do its job.
- If your vehicle has an automatic shoulder belt, remember that you must fasten your lap belt manually or you may risk serious or fatal injury in a crash.
- A safety belt should be replaced if it was worn during a crash. Ask your insurance company to replace the belts and locking mechanisms as part of the insurance claim.



Missouri Department of Transportation

# ADDENDUM #3 PAID ADVERTISING—WORK-ZONE SAFETY CAMPAIGN

#### **Public Information and Education Campaign**

MoDOT launched the fourth year of its award-winning, "The Difference is YOU. Drive Smart." Campaign in April 2005. The campaign is the department's first statewide work-zone safety campaign uniquely created for MoDOT.

Twenty eight people died and 1,167 were injured in Missouri work-zone incidents in 2004. Three of those killed were MoDOT employees and of the 1,559 injured were MoDOT employees. Compared with 2003, work zone fatalities were up, and injuries were down 5 percent.

#### Other 2004 Stats:

- One person was killed or injured in a Missouri work-zone crash every 7.4 hours.
- Urban areas accounted for 71 percent of work-zone crashes.
- Twenty-eight percent occurred in rural Missouri.
- More than 34 percent of all Missouri work-zone crashes occurred on an interstate highway.
- More work-zone crashes occured on weekdays than weekends.
- Most happened during the summer and fall months.

We do not yet have work zone statistics for 2005. Losing any lives on the highways in work zones is unacceptable, so through raised awareness, if one life is saved, then this campaign is successful.

## The 2005 Campaign

We worked on reaching our customers with these messages:

- a. Think Ahead- prepare for zones
- b. Expect delays
- c. Please be patient
- d. Slow down, buckle up and Drive Smart

#### Kickoff

The 2005 campaign launched during Work Zone Awareness Week in April. We had a statewide publicity event with Director Pete Rahn on Monday, April 4 on Route 63, in which he sat at a desk in a work zone to show the dangers of working on the road. In addition, through a cooperative effort with the Midwest Laborer's Union, work-zone materials and Missouri maps were handed out at the rest areas during work zone awareness week.

The campaign tools included more "Drive Smart." signs as needed, statewide radio commercials, a work-zone link from our web site where the public could go for all work-zone related information, billboards near major work zones in Missouri, as well as

employee and public-awareness events throughout the districts all year long. We also had POP signs for every project, listing the SSS logo.

#### Supporting Materials

Supporting materials included informational fliers (safety tip and fact sheets), magnets, window clings for department vehicles and employees' personal vehicles, internal posters about Work Zone Awareness Week, Drive Smart pins and a statewide work-zone payroll stuffer. A statewide news release, talking points and an article in the employee newsletter, *Connections*, publicized the effort.

#### Radio

The department worked with the Learfield Communications network, to purchase radio airtime for the work-zone ads. Learfield produced and placed the radio spots. They ran on a 6-month flight from April -September on more than 70 stations across the state, with added emphasis in the metro areas. This helped to ensure we reached more than 52 percent of Missourians ages 18 +. We featured spots with Twila Tanner, Director Rahn, as well as some general spots. We also bought additional time with the Cardinals and Royals networks – reaching more than 1 million listeners with each spot.

#### Billboards

During the 2005 campaign, the department posted 21 billboards at or near work-zone locations on major state routes with the help of marketing consultants, Mediacross, Inc. The boards were posted at or near long-term work-zone sites and high-visibility locations. Most of the boards went up in early April and were paid to stay up for four months, although many stayed up until at least September.

#### Other Misc.

- ✓ Updated the web-site info
- ✓ MHTC presentation about campaign
- ✓ Supported work-zone legislation
- ✓ Featured a booth at the Capitol during work zone week
- ✓ State Fair display
- ✓ ATSSA/MoDOT poster contest

Budget 2005

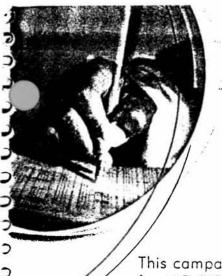
Contributions							
Highway Safety Div.	\$125,000						
Traffic Div.	\$100,000						
Construction Div.	\$50,000						
Maintenance	\$20,000						
PIO	\$137,800						
LECET	\$20,000						
Totals	\$452,800						

Expenditures - es	timates
Radio advertising	\$215,000
Baseball radio ads	\$112,800
LECET radio ads	\$20,000
Billboard advertising	\$90,000
Buttons	\$3000
magnets	\$3000
Posters & clings	\$2000
State fair t-shirts	\$1,000
Payroll stuffers	\$500
*Total	\$447,300

**Budget 2005** 

Contributions							
Highway Safety Div.	\$125,000						
Traffic Div.	\$100,000						
Construction Div.	\$50,000						
Maintenance	\$20,000						
PIO	\$137,800						
LECET	\$20,000						
Totals	\$452,800						

Expenditures - es	timates
Radio advertising	\$215,000
Baseball radio ads	\$112,800
LECET radio ads	\$20,000
Billboard advertising	\$90,000
Buttons	\$3000
magnets	\$3000
Posters & clings	\$2000
State fair t-shirts	\$1,000
Payroll stuffers	\$500
*Total	\$447,300



2



# 6 month Campaign

(April - September, 2005)

This campaign will deliver over 16,325 messages for MO DOT throughout the key travel and highway construction times.

Specific campaign schedule:

# "Workzone Blitz" - April 4-9

 35 :30 second MO DOT messages will air on all 73 stations

# "Holiday Schedule"

 36:30 second MO DOT messages will air during these weeks. Remaining schedule will air on 69 stations (including Columbia, Kansas City, St. Joseph, Joplin, St. Louis, and Springfield):

> May 23-28 May 30-4 June 27-July 2

August 22-27 August 29-September 3

# Audience Reach:

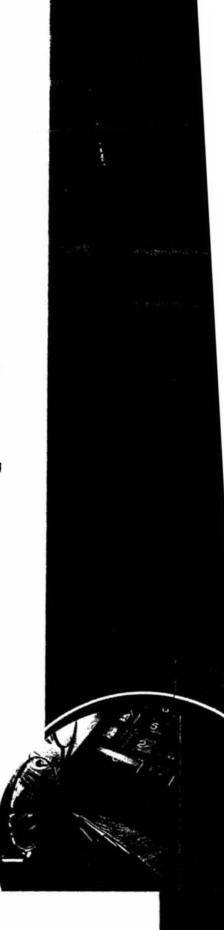
Gross Impresssions: 10,726,000

Frequency: 21.3

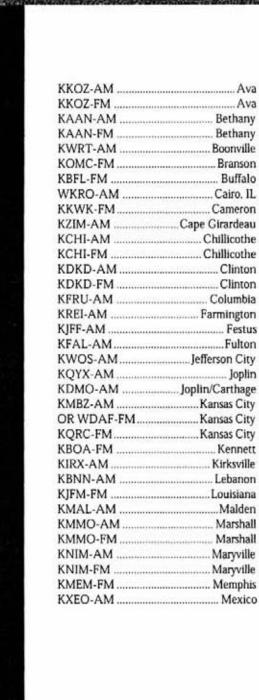
Gross Impressions: This represents the total number of times a message will be heard.

Frequency: This represents the number of times the unduplicated listener will hear the message.

Investment: \$209,280 2/4,750



# Missourinet



KWIX-AM	Moberly
KRMO-AM	Monett
KELE-FMN	
KBTN-AM	
KNEM-AM	Nevada
KNMO-FM	Nevada
KRMS-AM	Osage Beach
KPWB-FM	Piedmont
KPWB-AM	Piedmont
KMIS-AM	Portageville
KYRO-AM	Potosi
WGEM-FM	
KTTR-AM	Rolla
KTTR-FM	Rolla
KSMO-AM	Salem
KDRO-AM	Sedalia
KSIM-AM	
KSGF-AM	Springfield
KSGF-FM	Springfield
KSPW-FM	Springfield
KSFT-AM	St Joseph
KTRS-AM	St. Louis
KPNT-FM	St. Louis
KRLK-FM	Stockton
KTUI-FM	Sullivan
KALM-AM	Thayer
KTTN-FM	Trenton
KOKO-AM	Warrensburg
KAYQ-FM	
KSLQ-FM	Washington
KJPW-AM	Waynesville
KJPW-FM	Waynesville
KWPM-AM	West Plains
KUKU-AM	. Willow Springs
KUKU-FM	Willow Springs

12/09/03. Affiliates may be added or deleted from time to time. Broadcasts may occasionally conflict with local programming, in which case makegood commercials will be aired on the stations.

#### 2005 MODOT Outdoor Board Buy

District 1		-			1			T -	1		1				\$ 76,768.00	9
ompany	Market	Office	Doned No.	Copy Size	Vinyt Size	Illuminated	Location	Escino	Exposure	Start Date	Monthly NET rate	Production Cost	No. of Mos	Total Cost		Down Da
mer	Osvies	KC		14" x 40"	15 x 41	No	E/S I-35 1 2 mi S/O RTE C PTTNSBRG FN	N	n/a	4/1/2005		\$ 810.00		\$ 3,810.00	\$ 6,550,00	
mar	Buchanan	KC		10' x 24'	11' x 25'	No	1-29 1mi S/O 229	N	12420			\$ 490.00		\$ 2,740.00		still up
		_			-			_	1						r	
trict 2	Market	Office	Deced No.	C 61	10-10-	Illuminated	III	F. class	Exposure	Start Date	March L. MET and	Production Cost	No7 11	Total Cost		Down D
-			Board No	Copy Size	Vinyl Size	No	Location	-	-	-	Monthly NET rate  \$ 300.00	1 234 00		£ 1,734.00		9/7/2
	Kirksville Macon	Hannibal Hannibal		10' x 24'	11' x 25'	No	E/S HWY 63 4 5mi N/O HWY 6 S/B E/S HWY 63 4mi W/O Macon City Limits	N	8,346 6,855					\$ 1,980.00	\$ 3,714.00	
mar	Macon	Mannical	20/0	10 x 24	111 8.23	Tuo	ES HVVY 63 4ml W/O Macon City Limits	IN	9,855	4/1/2005	30000	3 400,00	-	1,980.00	3,714.00	ass op
strict 3				S. Palmola				1							ľ	
mpany	Market	Office	Board No	Copy Size	Vinyl Size	Muminated	Location	Facing	Exposure	Start Date	Monthly NET rate	Production Cost	No. of Mos	Total Cost		Down D
mar	Trey	Hannibal			10' 6" x 22' 9"		E/S HWY 61 6.73mi S/O Pike Co Line	N	9,355			\$ 480.00		\$ 1,980.00		9/7/
mar	Mexico	Hannibal	22280	10' x 24"	11' x 25'	No	N/S HWY 54 2mi E/O HWY 22/15	E	6,362	4/1/2005	\$ 300.00	\$ 480.00		\$ 1,980.00	\$ 3,960.00	10/7/
trict 4								-							É	Down D
	Market	Office	Board No.	Copy Size	Vinyl Size	Huminated	Location	Facing	Exposure	Start Date	Monthly NET rate	Production Cost	No of Mos	Total Cost		Down D
mar	Jackson	KC		14" x 48"	15' x 49'	Yes	N/S I-70 Imi E/O 40 HWY FW	W	78,610			\$ 922.00		\$ 14,922.00	\$ 14,922.00	8/31/
strict 5		Acres -								-			-			223322
mpany	Market Boone	Office	Board No	Copy Size 12 x 30	12' 6" x 31"	Illuminated Yes	Location E/S HWY 63 8 MI N/O HWY 163 N/B	Facing	Exposure 16,700		Monthly NET rate 850 00	Production Cost \$ 594.00	No. of Mos	Total Cost 1 4,844.00		Down D 9/13/
	-	_	_			_		-					-			
	Cole	-		12 x 30 15 x 40	12'6" x 31"	Yes	S/S HWY 54 100 E BRAZITO RD E/B	SW	13,500					\$ 3,594.00	\$ 13,428.00	
mar	Cooper		22120	12 X 40	113 0 241	res	NIS I-70 9 MI E/O JCT 135-41 E/B	w	18,900	4/1/2005	\$ 800.00	\$ 990.00		\$ 4,990.00	l,	9/9/
strict 6															1	
mpany	Market	Office	Board No	Copy Size	Vinyl Size	Illuminated	Location	Facing	Exposure	Start Date	Monthly NET rate	Production Cost	No. of Mos	Total Cost		Down D
mar	St.L County	East MO	2768	16' x 40'	17 x 41"	No	North side of Dunn Rd, US HWY 67	N	86,000	4/1/2005	\$ 700.00	\$ 1,760.00		\$ 5,260.00		9/30/
ecom	St. Louis		1352	14" x 48"			1-270 and Page ESFN	N	118,900	4/20/2005	\$ 3,825.00	included		\$ 3,825.00	\$ 9,085.00	6/20/
strict 7	Market	Office	Board No	Canu Sina	Vinyl Size	Illuminated		Facility.								0.5
H	Market	Critica	MOH446A	Copy Size	Ainly orde	Illuminated	N/S I-44, 5mi E/O EX 45, Mt. Vernon MO	W	Exposure 9,374		Monthly NET rate \$ 600.00	Production Cost included		5 3,000 00		9/21/
mer	Sarctxie	Joplin		10' x 40'	11' x 41	No	1-44 @ MM 33.2 S/S EF (TOP)	N	n/a	4/1/2005				\$ 2,220.00	\$ 5,220.00	
	,				,											
trict 8	Madel	OH	Barrell by	Carrie Black	10-10-2	W. miner		1000				-	-			20000
-	Market	Office Springfield		Copy Size 20' x 40'	Vinyt Size 21' x 41'	Illuminated		Facing		Start Date	Monthly NET rate	Production Cost		Total Cost		Down D
mer	Strafford Strafford	Springfield		20' x 40'	21' x 41'	Yes No	W/S US 65 2.1mi S/O HWY 265-TOP F/S N/S I-44 .6 mi W/O Hwy 125 F/E	E	n/a 18,250	4/1/2005 4/1/2005		\$ 1,800.00 \$ 1,800.00		\$ 2,800.00	\$ 6,600.00	still up
trict 9	Market	Office	Board No	Copy Size	Vinyl Size	Illuminated	Location	Facing	Eveneum	Start Date	Monthly NET rate	Production Cost	No of No.	Total Cost	1	Down D
i inpenty	Phelps Co	- Children	RSA	14' x 48'	Target Grand	No	30mi W/O Rolls on I-44 MM #154	W	23,390			included		5 3,250.00	3 7,047.00	
N .	Crawford Co	9	R2B	14" x 48"		No	Between the two Sullivan exits on 1-44 MM #226	E	23,050					\$ 3,797.00	, ,,,,,,	10/14/
										,						
strict 10		Office	Daniel Ma	Com Sinc	Manual Mine	Minimized of	Country	Park		Care Dec	Harris Met	Don de celles Cont	No. of M.	7-1-1 0-1-1	1	Parent P
mar	Market Portageville		60012	10' 6" x 36"	11'6' x 37'	Yes	W/S I-55 N/O HWY 162	Facing	13,400	Start Date 4/1/2005		Production Cost \$ 950.00		Total Cost 3 3,950.00	1	Down D
	Park Hills	Bonne Ten			10'6" x 22' 9"		E/S Hwy 67 A mi S/O Hwy 32 West	5	21230						5 6,242.00	
amar	Park Hills	I bonne Ten	8001	10 6 x 22 9	10 6 x 22 9	Yes	E/S Hwy 67 4 mi S/O Hwy 32 West	15	21230	4/1/2005	300.00	\$ 792.00		\$ 2,292.00	J 6,242.00	

## MISSOURI DEPARTMENT OF TRANSPORTATION

"Twila - Up to You"

:30

MN MV

02/02/05

(sfx: jungle sounds) (music up and under)

TWILA:

Hi, I'm Twila Tanner. Surviving the jungles of Vanuatu wasn't easy, but neither is working on a highway.

(sfx: construction; jackhammer, etc)

(sfx: traffic rushing by)

So when you drive through a work zone, watch what you're doing – slow down, obey the signs, and always wear your seat belt. We want you to survive every time you drive through a work zone.

The difference is you. Drive smart.

ANNOUNCER:

MO DOT...making Missouri roads smoother, safer, sooner.

mnMISSOURI DEPARTMENT OF TRANSPORTATION
"Twila - From the Jungle Zone to the Work Zone"
:30
MN
MV
02/02/05

(sfx: jungle sounds) (music up and under)

TWILA:

Hi, I'm Twila Tanner.

I may have <u>survived</u> the jungles of Vanuatu <u>but</u> the dangers I faced there were nothing compared to those I see everyday in a highway work zone.

(sfx: construction; jackhammer, etc) (sfx: traffic rushing by)

Heavy equipment, dust, traffic...it all makes for very hazardous conditions. So, whenever you enter a highway work zone, buckle up, watch your speed, turn off that cell phone, and always pay attention.

The difference is you. Drive smart.

ANNOUNCER:

MO DOT...making Missouri roads smoother, safer, sooner.

MISSOURI DEPARTMENT OF TRANSPORTATION
"Smoother, Safer, Sooner – 01 – Work has Begun"
:30
MN
MV
02/02/05

(sfx: construction; jackhammer, etc)

(sfx: traffic rushing by)

ANNOUNCER 1: If you think you're seeing a lot of highway work zones this

season...you're right. MO DOT is working on roads all

over the state.

With all these work zones, it's important to keep everyone safe. So buckle up and when you enter a work zone, watch your speed, put down your cell phone, be patient and

always stay alert.

When it comes to work zone safety...the difference is you.

Drive smart.

ANNOUNCER 2: MO DOT...making Missouri roads smoother, safer, sooner.

MISSOURI DEPARTMENT OF TRANSPORTATION
"Smoother, Safer, Sooner – 02 – Lots of Zones"
:30
MN
MV

(sfx: construction; jackhammer, etc)

(sfx: traffic rushing by)

ANNOUNCER 1:

02/02/05

As you travel Missouri's highways and interstates this season, MO DOT reminds you to stay alert for highway work zones.

We have begun improvements on highways all around the state. That means there are a lot of crews out there working right next to where you are driving.

(SFX: traffic rushing by)

When entering a work zone, watch your speed, turn off your cell phone, be patient, stay alert and always buckle up!

When it comes to work zone safety...the difference is you. Drive smart.

ANNOUNCER 2:

MO DOT...making Missouri roads smoother, safer, sooner.

#### MISSOURI DEPARTMENT OF TRANSPORTATION

"Traffic Report Liners"

:10

MN

ΜV

02/02/05

ANNOUNCER:

MO DOT is improving almost every major highway in the state. When you enter a work zone, watch your speed, put down your cell phone, be patient and always stay alert.

The difference is you. Drive smart and always buckle up.

ANNOUNCER:

MO DOT reminds you to stay alert in highway work zones. Always buckle up and when you enter a work zone, expect the unexpected, watch your speed and be patient.

When it comes to work zone safety...the difference is you. Drive smart.

ANNOUNCER:

MO DOT's crews are working right now to make your roads smoother, safer, sooner. Help the crews do their job...by doing yours. Always buckle up, and when you enter a work zone, watch your speed, be patient and stay alert.

The difference is you. Drive smart.

MISSOURI DEPARTMENT OF TRANSPORTATION "Pete Rahn - Delays"

MN

MN

03/16/05

(music up and under)

PETE:

Hi, I'm Pete Rahn...Director of the Missouri Department of Transportation.

Right now, MO DOT crews are out in full force improving your highways and interstates...and....with all these projects, travelers can expect lots of delays.

We know delays are frustrating, so please be patient, stay alert and buckle up...Soon you be enjoying smoother, safer highways.

Before you hit the road, visit MO DOT dot ORG to find the construction sites along your route and plan your trip accordingly.

When it comes to work zone safety...the difference is YOU, Drive Smart!

# MISSOURI DEPARTMENT OF TRANSPORTATION

"Youth #2"

:30

MN

MV

TEEN MALE:

You've got the windows down and your music going.

TEEN FEMALE:

You're cruisin' man.

TEEN MALE:

Headin' for that party over on the south side.

TEEN FEMALE:

There's a work-zone up ahead.

TEEN MALE:

You watch your speed.

TEEN FEMALE:

You turn down the tunes.

TEEN MALE:

You stay alert.

TEEN FEMALE:

You live.

TEEN ANNOUNCER:

Last year, more than 20 people died in Missouri work zone

crashes.

When you approach a work zone...slow down,

ditch the cell phone and pay attention to the situation.

The difference is you... drive smart.

TEEN ANNOUNCER 2:

A message from the Missouri Department of

Transportation. Mo DOT dot org

# ADDENDUM #4 PAID ADVERTISING—IMPAIRED DRIVING CAMPAIGN

#### Public Information and Education Campaign

The Missouri Department of Transportation's Highway Safety Division participated in the national You Drink & Drive. You Lose. campaign. The media portion of the campaign was paid out of Section 410 Alcohol Funding. The Highway Safety Division contracted with MediaCross, Inc. to assist with the media buy for the campaign.

#### Media Coverage:

The information distributed to the law enforcement agencies that received STEP grants included two sample press releases: a pre-survey release and a post-survey release. The local and state agencies involved received many free services as a result of the press releases. Central Missouri State University copied and distributed the press releases to participating law enforcement agencies at their own expense. Individual law enforcement agencies disseminated the releases locally at their own expense. In addition, MoDOT distributed a press release to media outlets statewide. Highway Safety staff as well as, local and state law enforcement agencies conducted numerous media interviews.

#### Results:

As part of the campaign, the Highway Safety Division provided grant funding to law enforcement agencies for additional manpower for the crackdown. Enforcement officials conducted sobriety checkpoints and saturation patrols in areas where there have been alcohol-related traffic crashes.

Law enforcement officials throughout the state arrested 373 drunk drivers and issued more than 2,000 tickets from Aug. 19 to Sept. 5 in an effort to crack down on impaired driving. A breakdown of media efforts can be found on the following pages.

In addition, the Highway Safety Division purchased advertising through Mizzou Sports Properties to support the impaired driving program area. The radio advertising ran during the 2005 Mizzou Football season on Tiger Network that includes over 50 stations across the state. A video board public service announcement was created with Coach Pinkel and played during all six Mizzou home football games with an average attendance of 59,000.

You Drink, You Drive, You Lose. Radio Summary

Missouri Department of Transportation Highway Safety Division Presented by MediaCross, Inc. September 15, 2005

MEDIA TYPE	NET COST	RUN DATES
Large-Market Radio		
St. Louis	\$41,620.25	8/15/05 to 9/4/05
Kansas City	\$26,562.50	8/15/05 to 9/4/05
Columbia-JeffCity	\$6,487.20	8/15/05 to 9/4/05
Springfield	\$7,364.40	8/15/05 to 9/4/05
Lake of the Ozarks	\$2,664.24	8/15/05 to 9/4/05
Joplin	\$5,457.00	8/15/05 to 9/4/05
Cape Girardeau	\$2,703.00	8/15/05 to 9/4/05
Rural Radio & Production Learfield's 64-station		
Missourinet	\$22,770.00	8/15/05 to 9/3/05
MediaCross Fees		
Estimated at 73.5 hours	\$9,922.50	
TOTAL:	\$125,551.09	

# NHTSA - Missouri Division of Highway Safety

## 2005 You Drink/You Drive/You Lose Campaign

#### SUMMARY OF PAID ACTIVITY



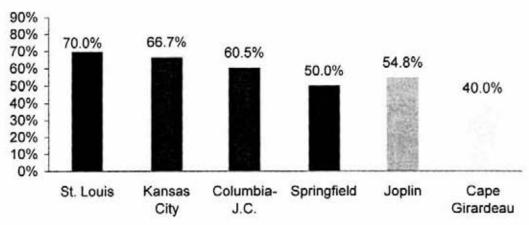


Flight Dates: August 15 - Sept. 4, 2005 (Wed-Sun Preferred)

MARKET	Pop M18-34	# of Spots	Gross Market Cost	GRPs	СРР	СРМ	GRIs (00)	Net Rch (00)	% Reach	Av Fre
St. Louis	289,500	338	\$48,965	555	\$88	\$30.48	16,067	2,027	70.0%	7.1
Kansas City	210,900	349	\$31,250	553	\$57	\$26.79	11,663	1,407	66.7%	8.0
Columbia-Jefferson City	23,200	216	\$7,632	382	\$20	\$86.12	886	140	60.5%	6.3
Springfield	44,500	261	\$8,664	403	\$21	\$48.31	1,793	223	50.0%	8.1
Joplin	19,400	156	\$6,420	486	\$13	\$68.09	943	106	54.8%	8.9
Cape Girardeau *	23,948	51	\$3,180	335	\$9	\$39.64	802	96	40.0%	6.5
Lake of the Ozarks	N.A	120	\$3,134	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
Campaign Total		1,491	\$109,245				32,155	3,998		
Net Campaign Total			\$92,858							

Additional coverage from Learfield Buy

#### Market Reach



Percent of Men 18-34 MSA



### YOU DRINK - YOU DRIVE - YOU LOSE 2005 CAMPAIGN

#### RECAP OF PAID PLUS PSA



Flight Dates:

August 15 - Sept. 4 2005

7/26/05

(Wed-Sun Preferred)

	Pop	# 0	of Spots	5	Tar	Gross Market		
MARKET	M18-34	Paid	PSA	Total	Paid	PSA	Total	Cost
St. Louis	289,500	338	91	429	555	51	606	\$48,965
Kansas City	210,900	349	70	419	553	30	583	\$31,250
Columbia-Jefferson City	23,200	216	96	312	382	78	460	\$7,632
Springfield	44,500	261	76	337	403	66	469	\$8,664
Joplin	19,400	156	40	196	486	30	318	\$6,420
Cape Girardeau *	23,948	51	15	66	335	20	355	\$3,180
Lake of the Ozarks	N.A	120	30	150	N.A	N.A	N.A	\$3,134
Campaign Total		1,491	418	1,909				\$109,245

<sup>\*</sup> Additional coverage from Learfield Buy



NHTSA - Missouri Division of Highway Safety You Drink - You Drive - You Lose 2005 Campaign RADIO



7/18/05

Market: Flight Dates: St. Louis

8/15-9/4/05 (Wed-Sun Preferred)

Market Rank MSA Pop. Men 18-34

19 289,500

Stations: KPNT-FM KSHE-FM KATZ-FM KSD-FM

KSLZ-FM WFUN-FM KMOX-AM

Rating Source:

FI 04/Wn 05

	NOLZ-I III	W ON-F	ii KiliOX-Alli					
Station				Weekly	MSA Rtg		Gross	Gross
Format	Day/Time			#60 S.	Men		Cost	Wkly
				Spots	18-34	CPP	60s	Cost
KPNT-FM	Alt. Mode	and the second second second						
FM 105.7	W-F	6-10A		6	3.5	64.29	225.00	1,350.00
	W-F	10A-3P		6	2.1	119.05	250.00	1,500.00
	W-F	3-7P		6	1.8	138.89	250.00	1,500.00
	Sat	3-7P		2	1.1	136.36	150.00	300.00
	W-F	7P-12M		3	1.0	70.00	70.00	210.00
	Sat	7P-12M		2	1.1	45.45	50.00	100.00
		Total Per	Week	25	#REF!	#REF!		4,960.00
		Total 3 W	eeks	75	#REF!			14,880.00
PSA's	3 Week T	eek Total (Approx)		<u>20</u>	<u>15.0</u>			
KSHE-FM	Album-Oriented Rock							
FM 94.7	W-F	6-10A		5	2.7	118.52	320.00	1,600.00
	W-F	10A-3P		3	3.5	85.71	300.00	900.00
	W-F	3-7P		3 3 3	1.8	166.67	300.00	900.00
	W-F	7P-12M			0.4	125.00	50.00	150.00
	Sat	10A-7P		3	1.5	100.00	150.00	450.00
	Sat	7P-12M		3	0.5	80.00	40.00	120.00
		Total Per	0.0000000	20	#REF!	#REF!		4,120.00
		Total 3 W	eeks	60	#REF!			12,360.00
PSA's	3 Week T	otal (Appro	<u>x)</u>	20	10.0			
WIL-FM	Country		/22 & 8/29)					
FM 92.3	W-F	7A-5P		7	1.2	150.00	180.00	1,260.00
	W-Sa	6A-12M	(5 Max)	5	0.9	22.22	20.00	100.00
	Sa/Su	8A-5P	(8 Max)	8	0.9	55.56	50.00	400.00
		Total Per		20	#REF!	#REF!		1,760.00
		Total 2 W		40	#REF!			3,520.00
PSA's	3 Week T	otal (Appro	<u>x)</u>	<u>15</u>	<u>10.0</u>			
KSD-FM	Country	(Wk of 8/2	9 only)		0.00	11004110124		1.74 (6.04)
FM 93.7	W-F	6-10A		5	1.3	134.62	175.00	875.00
	W-F	10A-3P		5	1.3	134.62	175.00	875.00

	W-F	3-7P		5	1.0	150.00	150.00	750.00
	W-Sa	5A-1A		5	0.8	25.00	20.00	100.00
	Sa/Su	6A-7P		5	0.6	141.67	85.00	425.00
	Sa/Su	0/4-7 F		3	0.6	141.07	65.00	425.00
		Total Pe	r Week	25	#REF!	#REF!		3,025.00
		Total 1 V	Veek	25	#REF!			3,025.00
PSA's	1 Week	Total (Appl	ox)	<u>5</u>	3.0			2
KSLZ-FM	Contem	orary Hit I	Radio					
FM 105.7	W-F	6-10A		3	1.1	159.09	175.00	525.00
	W-F	3-7P		3	1.2	183.33	220.00	660.00
	W-Sa	5A-1A		9	0.7	28.57	20.00	180.00
	Sa/Su	6A-7P		6	0.8	87.50	70.00	420.00
		Total Pe	r Week	21	#REF!	#REF!		1,785.00
		Total 3 V	Veeks	63	#REF!	AND A COLOR		5,355.00
PSA's	3 Week 7	otal (Appr		15	5.0			
WFUN-FM	Urban C	ontempora	rv					
FM 95.5	W-F	6-10A		6	1.2	83.33	100.00	600.00
	W-F	3-7P		6	1.1	68.18	75.00	450.00
	W-Sa	7-12M		6	0.9	27.78	25.00	150.00
	Sa-Su	6A-7P		3	0.5	50.00	25.00	75.00
		Total Pe	r Week	21	#REF!	#REF!		1,275.00
		Total 3 V		63	#REF!			3,825.00
PSA's	3 Week 7	otal (Appr		10	5.0			5,020,00
кмох-ам	News/Inf	o/Sports		30 S.				
AM 1120	Various	Baseball	*	2	9.5	52.63	500.00	1,000.00
		Pre/Post		2	8.5	58.82	500.00	1,000.00
		Total Pe		4	#REF!	#REF!		2,000.00
		Total 3 V	(1000000000000000000000000000000000000	12	#REF!	, 11 to 11 t		6,000.00
PSA's	3 Week 1	otal (Appr		<u>6</u>	3.0			0,000.00
	Market T			1999				107200020020020020
		Paid	Per Week	136	#REF!	#REF!		18,925.00
			3 Weeks	338	#REF!			48,965.00
			A10253000	Stati	92222-5595	(1	Vet)	\$41,620.25
			PSA's	91	51.0			



NHTSA - Missouri Division of Highway Safety You Drink - You Drive - You Lose 2005 Campaign **RADIO** 

7/18/05



Market: Flight Dates: Springfield

8/15-9/4/05 (Wed-Sun Preferred)

MSA Pop. Men 18-34

44,500

Stations:

KSWS-FM KSPW-FM KXUS-FM

Rating Source:

Fall 2004 ARB

Stations:		KTWO-FM		KXUS-FM		Rating Source:		raii 2004 ARB	
Station Format	Day/Time			Weekly #60 S. Spots	MSA Rtg Men 18-34	CPP	Gross Cost 60s	Gross Wkly <u>Cost</u>	
KSWS-FM	Country			territories.		t <u>222-713</u>	- Carrier ()		
FM 100.5	W-F	6-10A		5	1.8	33.33	60.00	300.00	9
	W-F	10A-3P		5	2.4	18.75	45.00	225.00	12
	W-F	3-7P		5	1.8	27.78	50.00	250.00	9
	W-Sa	5A-12M		10	1.1	4.55	5.00	50.00	11
	Sa/Su	6A-7P		5	0.9	16.67	15.00	75.00	4.5
Formerly K	GMY								
F-=		Total Per W	eek	30	45.5	19.78		900.00	
		Total 3 Wee	ks	90	136.5			2,700.00	
PSA's	3 Week To	otal (Approx)		<u>20</u>	<u>20.0</u>				
	Power AC			120	2000000	751-247-257	12.1211.212		Hersely
FM 96.5	W-F	6-10A		6	2.0	15.00	30.00	180.00	12
	W-F	10A-3P		6	1.8	16.67	30.00	180.00	10.8
	W-F	3-7P		4	1.3	26.92	35.00	140.00	5.2
	W-Sa	6A-12M		6	1.7	11.76	20.00	120.00	10.2
		Total Per We	eek	22	38.2	16.23		620.00	
		Total 3 Wee	ks	66	114.6			1,860.00	
PSA's	3 Week To	otal (Approx)		<u>15</u>	<u>15.0</u>				
KXUS-FM	Classic Ro	nck							
FM 94.7	W-F	6-10A		4	3.3	18.18	60.00	240.00	13.2
1 101 34.1	W-F	10A-3P		5	1.5	36.67	55.00	275.00	7.5
	W-F	3-7P		3	1.0	50.00	50.00	150.00	3
	W-Sa	6A-12M		6	1.0	20.00	20.00	120.00	6
	Sa/Su	6A-7P		4	0.5	30.00	15.00	60.00	2
	000	Date of the Color		(277)			10.00		-
		Total Per We		22	31.7	26.66		845.00	
		Total 3 Wee	ks	66	95.1			2,535.00	
PSA's	3 Week To	otal (Approx)		<u>20</u>	<u>15.0</u>				
KTWO-FM	Snorte								
FM 98.7	W-F	6-11A		5	1.5	28.00	42.00	210.00	7.5
-M 30.7	W-F	11A-3P		5	1.1	31.82	35.00	175.00	5.5
	V V-1	1 IA-3F		5	1.1	31.02	33.00	175.00	5.5

		Total Per I	N D (T), T) S D	10 30	13.0 39.0	29.62		385.00 1,155.00	
PSA's	3 Week T	otal (Appro	<u>x)</u>	<u>15</u>	<u>10.0</u>				
<u>KTXR-FM</u> FM 101.3	<u>AC</u> M-Su M-Su	Various (Cardinal I	Bsbl)	3	2.0	23.00	46.00	138.00	6 0
		Total Per V	11.199.000	3 9	6.0 18.0	23.00		138.00 414.00	
PSA's	3 Week T	otal (Appro	<u>x)</u>	<u>6</u>	<u>6.0</u>				
	Market To	o <u>tals</u> Paid	Per Week 3 Weeks	87 261	134.4 403.2		21.49	2,888.00 8,664.00	
						(N	let)	\$7,364.40	
			PSA's	76	66.0				



# Highway Missouri Division Of Highway Safety





7/18/05

NHTSA - Missouri Division of Highway Safety You Drink - You Drive - You Lose 2005 Campaign

Market: Flight Dates: Kansas City

8/15-9/4/05 (Wed-Sun Preferred)

Market Rank MSA Pop. Men 18-34

29 210,900

Stations: KQRC-FM KRBZ-FM KBEQ-FM

KPRS-FM KCSP-AM

Rating Source:

FI 04/Wn 05

Station			Weekly	MSA Rtg		Gross	Gross	
Format	Day/Time	2	#60 S.	Men		Cost	Wkly	
			Spots	18-34	CPP	60s	Cost	
KQRC-FM		riented Rock						
FM 98.9	W-F	5-6A	3	0.6	16.67	10.00	30.00	1.8
	W-F	6-10A	6	6.0	66.67	400.00	2,400.00	36
	W-F	10A-3P	4	3.2	62.50	200.00	800.00	12.8
	W-F	3-6P	4	2.8	66.07	185.00	740.00	11.2
	W-Sa	7P-12M	5 6	1.2	33.33	40.00	200.00	6
	Sa/Su	6A-7P	6	1.3	38.46	50.00	300.00	7.8
	W-Sa	6A-7P	6	3.0	21.67	65.00	390.00	18
		Total Per Week	34	93.6	51.92		4,860.00	
		Total 3 Weeks	102	280.8			14,580.00	
PSA's	3 Week	Total (Approx)	<u>15</u>	10.0				
KRBZ-FM	Att Mod	em Rock						
FM 965.5	W-F	5-6A	3	0.2	25.00	5.00	15.00	0.6
000.0	W-F	6-10A	6	0.9	77.78	70.00	420.00	5.4
	W-F	10A-3P	6	1.1	68.18	75.00	450.00	6.6
	W-F	3-6P	6	1.4	42.86	60.00	360.00	8.4
	W-Sa	7P-12M	6	0.3	50.00	15.00	90.00	1.8
	Sa/Su	6A-7P	6	0.6	41.67	25.00	150.00	3.6
W-Sa	The second second second	6A-7P	3	1.0	20.00	20.00	60.00	3.0
	******	Or-ri		1.0	20.00	20.00	00.00	3
		Total Per Week	36	29.4	52.55		1,545.00	
		Total 3 Weeks	108	88.2			4,635.00	
PSA's	3 Week 7	Total (Approx)	<u>15</u>	<u>5.0</u>				
KBEQ	Country	(Wk of 8/29)						
FM 104.3	W-F	6-10A	2	1.5	150.00	225.00	450.00	3
	W-F	10A-3P	2	1.8	111.11	200.00	400.00	3.6
	W-F	3-7P	2	1.5	150.00	225.00	450.00	3
	W-Sa	7P-12M	2 2 2 6	0.3	83.33	25.00	150.00	1.8
	Sa/Su	10A-7P	4	0.5	80.00	40.00	160.00	2
		Total Per Week	16	13.4	120.15		1,610.00	
		Total 1 Week	16	13.4			1,610.00	
PSA's	1 Week 7	Total (Approx)	<u>5</u>	2.0				
KPRS-FM	Urban Co	ontemporary						
FM 103.3	W-F	6-10A	5	1.5	93.33	140.00	700.00	7.5
	W-F	10A-3P	6	2.4	45.83	110.00	660.00	14.4
	W-F	3-6P	6	2.1	66.67	140.00	840.00	12.6
	Sa/Su	6A-7P	8	1.0	40.00	40.00	320.00	8
		Total Per Week	25	42.5	59.29		2.520.00	

PSA's	3 Week	Total (Appr	<u>'ox)</u>	<u>20</u>	<u>8.0</u>				
KCSP-AM									
AM 610	W-F	6-10A		3	0.7	107.14	75.00	225.00	2.1
	W-F	10A-3P		6	1.0	70.00	70.00	420.00	E
	W-F	3-6P		3	1.0	70.00	70.00	210.00	3
	W-Sa	6A-7P		3 6 3 4	8.0	31.25	25.00	100.00	3.2
		Total Per	r Week	16	14.3	66.78		955.00	
		Total 3 V	Veeks	48	42.9			2,865.00	
PSA's	3 Week	Total (Appr	<u>(xo</u>	<u>15</u>	<u>5.0</u>				
	Market T	otals							
		Paid	Per Week	127	193.2	59.47		11,490.00	
			3 Weeks	349	552.8			31,250.00	
						(N	let)	26,562.50	
			PSA's	70	30.0				



NHTSA - Missouri Division of Highway Safety You Drink - You Drive - You Lose 2005 Campaign **RADIO** 

7/22/05

Market:

Joplin

Flight Dates:

8/15-9/4/05 (Wed-Sun Preferred)



Stations:

KIXQ-FM KJML-FM

MSA Pop. Men 18-34

19,400

Rating Source:

Fall 2004 ARB

Station Format	Day/Tim	<u>e</u>		Weekly #30 S. Spots	MSA Rtg Men 18-34	CPP	Gross Cost 30s	Gross Wkly Cost	
KIXQ-FM	Country	1		3000	10.01		222	3,3,3,1	
FM 102.5	W-F	6-10A		6	5.2	15.38	80.00	480.00	31.2
	W-F	10A-3P		6	6.2	12.90	80.00	480.00	37.2
	W-F	3-7P		6	3.6	22.22	80.00	480.00	21.6
	W-Sa	7P-12M		10	1.5	10.00	15.00	150.00	15
	Sa/Su	6A-7P		4	2.1	14.29	30.00	120.00	8.4
		Total Pe	r Week	32	113.4	15.08		1,710.00	
		Total 3 V	Veeks	96	340.2			5,130.00	
PSA's	3 Week	Total (Appl	<u>rox)</u>	20	<u>15.0</u>				
<u>KJML-FM</u> FM 105.3	W-F	lern Rock 7-10A		4	2.6	8.46	22.00	88.00	10.4
	W-F	10A-3P		6	3.1	8.06	25.00	150.00	18.6
	W-F	3-7P		6	2.6	8.46	22.00	132.00	15.6
	Sa/Su	6A-7P		4	1.0	15.00	15.00	60.00	4
		Total Pe		20	48.6	8.85		430.00	
		Total 3 V		60	145.8			1,290.00	
PSA's	3 Week	Total (Appl	ox)	<u>20</u>	<u>15.0</u>				
	Market 1	otals							
	mulkot i	Paid	Per Week	52	162.0	13.21		2,140.00	
			3 Weeks	156	486.0			6,420.00	
						(1)	let)	\$5,457.00	
			PSA's	40	30.0				



NHTSA - Missouri Division of Highway Safety You Drink - You Drive - You Lose 2005 Campaign RADIO



7/22/05

Market:

Columbia-Jefferson City

Flight Dates:

8/15-9/4/05 (Wed-Sun Preferred)

PSA's

96

78.0

MSA Pop. Men 18-34

23,200

Stations: KCMQ-FM KOQL-FM KBBM-FM

Rating Source:

Fall 2004 ARB

Station Format	Day/Tim	ne.		Weekly #60 S.	MSA Rtg Men		Gross Cost	Gross Wkly	
				Spots	18-34	CPP	60s	Cost	
KCMQ-FM	Classic	Rock		-	-			-	
FM 96.7	W-F	6-10A		4	3.4	17.65	60.00	240.00	13.6
	W-F	10A-3P		5	2.5	20.00	50.00	250.00	12.5
	W-F	3-7P		5	2.5	20.00	50.00	250.00	12.5
	W-Sa	6A-12M		6	2.5	10.00	25.00	150.00	15
	Sa/Su	6A-7P		4	1.7	16.47	28.00	112.00	6.8
		Total Per	r Week	24	60.4	16.59		1,002.00	
		Total 3 V	Veeks	72	181.2			3,006.00	
PSA'S 3/1	3 Week	Total (Appl	ox)	24	24.0				
KOQL-FM		porary Hit I	Radio						
FM 106.1	W-F	7-10A		4 5	1.7	23.53	40.00	160.00	6.8
	W-F				2.1	21.43	45.00	225.00	10.5
	W-F				2.1	25.24	53.00	265.00	10.5
	W-Sa	W-Sa 6A-12M		10	1.7	14.71	25.00	250.00	17
		Total Per		24	44.8	20.09		900.00	
		Total 3 V	Veeks	72	134.4			2,700.00	
PSA'S 2/1	3 Week	Total (Appr	(xo	<u>36</u>	<u>36.0</u>				
KBBM-FM	AOR								
FM 96.7	W-F	6-10A		4	0.8	41.25	33.00	132.00	3.2
	W-F	10A-3P		5 6	0.8	41.25	33.00	165.00	4
	W-F	3-7P			1.3	26.92	35.00	210.00	7.8
	W-Sa	6A-12M		9	0.8	18.75	15.00	135.00	7.2
		Total Per		24	22.2	28.92		642.00	
		Total 3 V	Veeks	72	66.6			1,926.00	
PSA'S 2/1	3 Week	Total (Appr	ox)	<u>36</u>	<u>18.0</u>				
	Market 1	<u> Totals</u>							
		Paid	Per Week	72	127.4	19.97		2,544.00	
			3 Weeks	216	382.2			7,632.00	
						(1	Net)	\$6,487.20	



NHTSA - Missouri Division of Highway Safety You Drink - You Drive - You Lose 2005 Campaign RADIO

7/26/05

Market:

Lake of the Ozarks

Flight Dates:

8/15-9/4/05 (Wed-Sun Preferred)



Stations:

KRMS-FM KLOZ-FM

Rev. I Times change for KLOZ

Station Format	Day/Tim			Weekly #60 S. Spots	MSA Rtg Men 18-34	Gross Cost 60s	Gross Wkly <u>Cost</u>
KRMS-FM	Osage E						
(Covers Ca			ounties)				
50,000/	Classic			40		00.04	
FM 93.5	W-F	6A-7P		16	N.A. N.A.	28.24 28.24	451.84
	Sa/Su	8A-7P		4	N.A.	28.24	112.96
		Total Pe	r Week	20			564.80
		Total 3 V	Veeks	60			1,694.40
PSA's	3 Week	Total (Appl	rox)	<u>15</u>	N.A.		
Station Format	Day/Tim	e			MSA Rtg Men 18-34	Gross Cost 60s	Gross Wkly <u>Cost</u>
KLOZ-FM (Covers Car	Eldon mden, Osa	ge, Miller C	ounties)				
50,000/	AC		Control Control				
FM 92.7	W-F	8A-7P		16	N.A.	24.00	384.00
	Sa/Su	8A-7P		4	N.A.	24.00	96.00
		Total Pe	r Week	20			480.00
		Total 3 V	Veeks	60			1,440.00
PSA's	2 Week	Total (Appr	ox)	<u>15</u>	<u>N.A.</u>		
	Market T	otals					
	- Marinot I	Paid	Per Week	40	N.A		1,044.80
		· wiw	3 Weeks	120	N.A		3,134.40
					(1)	let)	\$2,664.24
			PSA's	30	N.A	C5111	

Note: Although GRPs are not available, estimated delivery for 120 spots should be in the 300-400 range.



NHTSA - Missouri Division of Highway Safety You Drink - You Drive - You Lose 2005 Campaign RADIO

7/26/05 Revision I Schedule Change

Market: Flight Dates: Cape Girardeau 8/15-9/4/05

(Wed-Sun Preferred)



Stations: KEZS-FM KZIM-AM \*

Station Format KEZS-FM	Day/Time		Weekly #60 S. Spots	MSA Rtg Men 18-34	CPP	Gross Cost <u>60s</u>	Gross Wkly <u>Cost</u>	
100,000 FM 102.9	<u>Country</u> M-F Sa/Su	6A-7P 10A-7P	11 6	8.2 3.6	9.02 11.39	74.00 41.00	814.00 246.00	90.2 21.6
		Total Per Week Total 3 Weeks	17 51	111.8 335.4	9.48		1,060.00 3,180.00	
PSA's	3 Week T	otal (Approx)	<u>15</u>	<u>20.0</u>				

Market Totals					
Paid	Per Week	17	111.8		1,060.00
	3 Weeks	51	335.4		3,180.00
				(Net)	\$2,703.00
	PSA's	15	20.0		

Note: Additional coverage from KZIM-AM News/Talk, 5,000/AM 610 via Learfield buy.



NHTSA - Missouri Division of Highway Safety

RADIO

You Drink - You Drive - You Lose 2005 Campaign Flight Dates: 8/15-9/4/05



#### SUMMARY OF LEARFIELD PAID MEDIA

Day/Time 66 Station	ns total for Missourinet (Statewid	Weekly #30 S. Spots	Net Cost 30s	Wkly Cost
W-Sa	6A-7P	22	345.00	7,590.00
	Total Per Week	22		7,590.00
	Total 3 Weeks	66		22,770.00

#### Missourinet Stations

		IVIISSO	urinet Stations		
KKOZ-AM	AVA	KMBZ-AM	KANSAS CITY	KTTR-AM	ROLLA
KKOZ-FM	AVA	WDAF-FM	KANSAS CITY	KTTR-FM	ROLLA
KAAN-AM	BETHANY	KBOA-FM	KENNETT	KSMO-AM	SALEM
KAAN-FM	BETHANY	KIRX-AM	KIRKSVILLE	KDRO-AM	SEDALIA
KWRT-AM	BOONVILLE	KBNN-AM	LEBANON	KSIM-AM	SIKESTON
KOMC-FM	BRANSON	KJFM-FM	LOUISIANA	KSGF-AM	SPRINGFIELD
KBFL-FM	BUFFALO	KMAL-AM	MALDEN	KSGF-FM	SPRINGFIELD
WKRO-AM	CAIRO, IL	KMMO-AM	MARSHALL	KSFT-AM	ST. JOSEPH
KKWK-FM	CAMERON	KMMO-FM	MARSHALL	KTRS-AM	ST. LOUIS
KZIM-AM	CAPE	KMEM-FM	MEMPHIS	KRLK-FM	STOCKTON
	GIRARDEAU				
KCHI-AM	CHILLICOTHE	KXEO-AM	MEXICO	KTUI-FM	SULLIVAN
KCHI-FM	CHILLICOTHE	KWIX-AM	MOBERLY	KALM-AM	THAYER
KDKD-AM	CLINTON	KRMO-AM	MONETT	KTTN-FM	TRENTON
KDKD-FM	CLINTON	KELE-FM	MOUNTAIN GROVE	KTKS-FM	VERSAILLES/OSA
					GE BEACH
KFRU-AM	COLUMBIA	KBTN-AM	NEOSHO	KOKO-AM	WARRENSBURG
KDFN-AM	DONIPHAN	KNEM-AM	NEVADA	KAYQ-FM	WARSAW
KREI-AM	FARMINGTON	KNMO-FM	NEVADA	KSLQ-FM	WASHINGTON
KJFF-AM	FESTUS	KPWB-FM	PIEDMONT	KJPW-AM	WAYNESVILLE
KFAL-AM	FULTON	KPWB-AM	PIEDMONT	KJPW-FM	WAYNESVILLE
KWOS-AM	JEFFERSON CITY	KMIS-AM	PORTAGEVILLE	KWPM-AM	WEST PLAINES
KQYX-AM	JOPLIN	KYRO-AM	POTOSI	KUKU-AM	WILLOW SPRINGS
KDMO-AM	JOPLIN/CARTHAG E	WGEM-FM	QUINCY	KUKU-FM	WILLOW SPRINGS

CLIENT: Missouri Division of Highway Safety

FORMAT: Radio: 30

TITLE: You Drink & Drive. You Lose. Enforcement Waves

DATE: August 2005

DESCRIPTION: Straight talk, enforcement focused.

MUSIC: Modern rock

OPEN WITH SOUND OF JAIL CELL DOOR GETTING SLAMMED SHUT

W/LOUD, DRAMATIC ECHO: SCREEEECH-BAM!

VO: Can you guess what that sound is?

It's a jail cell door getting slammed shut after you've been booked for DWI.

I'm Lieutenant Tim Hull with the Missouri State Highway Patrol. If you don't think you'll get caught? Think again. Officers are cracking down.

If you drive impaired, you will pay.

SFX: SCREEEECH-BAM!

VO: You drink and drive, you lose.

This message brought to you by participating Missouri law enforcement agencies.

Arrive Alive.

CLIENT:

Missouri Division of Highway Safety

FORMAT: Radio: 60

TITLE:

You Drink & Drive. You Lose. Enforcement Waves

DATE:

August 2005

DESCRIPTION: Straight talk, enforcement focused.

MUSIC: Modern rock

OPEN WITH SOUND OF JAIL CELL DOOR GETTING SLAMMED SHUT

W/LOUD, DRAMATIC ECHO: SCREEEECH-BAM!

VO: Can you guess what that sound is?

Let me help you out. It's a jail cell door getting slammed shut after you've been booked for DWI.

I'm Lieutenant Tim Hull with the Missouri State Highway Patrol. If you don't think you'll get caught? Think again. Officers across the state are cracking down.

Driving under the influence of alcohol or drugs is a serious problem with serious consequences. Every one and one-half hours in Missouri someone is killed or injured in an alcohol-related traffic crash.

If you drive impaired, you will pay.

The choice is yours – designate a sober driver, take a taxicab, call a friend or...

SFX: SCREEECH-BAM!

VO: Law enforcement agencies across the state are participating in national crackdown efforts August 19 through September 5. You drink and drive, you lose.

This message brought to you by participating Missouri law enforcement agencies. Arrive Alive.



P.O. Box 270
Jefferson City, Missouri 65102
800.800.2358
Fax: 573.634.5977
www.saveMOlives.com

For more information contact Captain Christian Ricks at 573-526-6115 or Bill Whitfield at 573-751-4161.

Aug. XX, 2005 – For immediate release

No. 00X

### You Drink & Drive. You Lose. Crackdown Begins

JEFFERSON CITY – "You Drink & Drive. You Lose." is the message of the Missouri Coalition for Roadway Safety. The statewide campaign will begin August 12 with an advertising campaign and will be supported with increased enforcement of Missouri's impaired driving laws. Increased enforcement begins August 19 and runs through September 5, including the Labor Day holiday.

The Coalition is charged with leading the statewide implementation of *Missouri's Blueprint* for Safer Roadways, which outlines eight strategies to reduce fatal and serious injuries on our roadways. One of the essential eight strategies outlined is to increase enforcement, prosecution and conviction of alcohol- and drug-impaired drivers and pedestrians.

"Alcohol seriously impairs your coordination and ability to think straight – and when combined with driving creates a potentially deadly situation," stated Dr. Leanna Depue, director of the Missouri Safety Center and chair of the executive committee for coalition.

### Consider these statistics:

- Last year in Missouri there were more than 8,000 traffic crashes involving an impaired driver, resulting in someone being killed or injured every one and one-half hours.
- Many drunk drivers are under the age of 21. In 2004 there were 1,140 underage drivers involved in alcohol-related traffic crashes in Missouri.
- National estimates show that more than 17,000 people were killed and more than 300,000 were injured in alcohol-related crashes in 2003.

We are all part of the solution. Please consider the following tips:

- Don't risk it if you plan to drive, don't drink.
- Encourage safe driving behaviors among family, friends and co-workers.
- Choose a designated driver before partying. A designated driver is someone who
  drinks NO alcohol at all, not the person who has consumed the fewest drinks at the
  end of the night.
- Take mass transit, a taxicab or ask a friend to drive you home.
- Party hosts should include alcohol-free beverages along with protein-rich foods.
- Spend the night where the activity is being held.
- · Report impaired drivers to law enforcement.
- Always wear your safety belt it's your best defense against an impaired driver.

###

Editor's note: A downloadable logo and radio spots are available on the Coalition's web site at www.savemolives.com.

For Release: (August 2005)

For More Information Contact: (Department Contact and Phone Number)

You Drink & Drive. You Lose. Message of Law Enforcement Campaign

(Name of City or County, State) – The (Name of Agency) received a grant from the Missouri Department of Transportation's Highway Safety Division for participation in the *You Drink & Drive. You Lose.* national crackdown. Enforcement efforts will be increased August 19 through September 5, 2005 and will focus on reducing deaths from impaired driving.

"Impaired driving is one of the most often-committed violent crimes, randomly killing or injuring someone in Missouri every one and one-half hours," stated (Name of Chief or Sheriff). 
"The tragedy is that impaired driving is a preventable crime."

Consider some of the consequences if you are caught driving while intoxicated:

- For the first conviction (or first conviction in over five years), your license will be suspended for 30 days followed by a 60-day suspension if a hardship license is not obtained.
- A second conviction results in a \$1,000 fine, a yearlong revocation of your license
  and up to a year in jail. You will also be required to install an ignition interlock
  system on your vehicle, preventing your car from starting when you have alcohol
  on your breath. Ignition interlock systems cost an average of \$800 a year plus
  installation costs.
- Third and subsequent convictions can be penalized with up to a \$5,000 fine, a 10year license denial, and/or up to seven years in jail.
- If you cause a fatal crash while intoxicated, you could be charged with Involuntary Manslaughter, a felony resulting in up to seven years of jail time, a \$5,000 fine or both.
- Insurance coverage will be difficult to find and if you do the rates will be significantly higher.

For Release: (September 2005)

For More Information Contact: (Department Contact and Phone Number)

You Drink & Drive. You Lose. Law Enforcement Efforts Effective

(Name of City or County, State) – The (Name of Agency) participated in the You Drink & Drive. You Lose. crackdown conducted August 19 through September 5, 2005. During the enforcement effort officers issued a total of (number) traffic tickets including: (number) driving while intoxicated; (number) speeding tickets; (number) safety belt tickets; and (number) other traffic violations. (Number) felony arrests were also made as a result of the crackdown.

"We feel the program is very successful," stated (Name of Chief or Sheriff). "When we remove a drunk driver from the roads, we all travel safer."

Funding for this effort was provided through a grant from the Missouri Department of Transportation's Highway Safety Division in cooperation with the National Highway Traffic Safety Administration and the Missouri Safety Center at Central Missouri State University.

## FY 2005 STATE USE OF SEC ..... 402 FUNDS FOR PAID MEDIA

STATE/Campaign Name	T				I		T	T
or Type	Television Airings	Radio Spots	Prints Ads	Other Media	Audience Size	Evaluation\Results	Funding Source	Amount
Missouri								
CIOT – May 2005		2,846 (paid) 700 (bonus)		Earned media through news releases and press conferences	Statewide	Increased safety belt usage rate to 77.4%; measured by phone survey with results that indicated a very strong impact	157 Innovative	\$201,500
Work Zone Safety April – Sept. 2005		16,325 (paid)		21 Billboards; fliers, magnets, posters, payroll stuffers, news releases and press conference	Statewide	Reached more than 52 percent of Missourians ages 18 + with gross impression of 10,726,000	163 and State Funding	\$447,300
YDDYL Aug – Sept 2005		1,491 (paid) 418 (bonus)		Eamed media through news releases and press conferences; additional adds were purchased during Mizzou Football season	Statewide	The state has experienced slight decreases in alcohol-related traffic crashes; public opinion survey conducted showed 92.75 percent of the respondents had heard of campaign	Section 410	\$178,301
Teen Safety Belt Campaign Operation Safe Teen Feb. & Mar. 2005		1,580 (paid)			Pilot project conducted in three areas of the state; earned media through news releases; fliers were also produced	Increased safety belt usage rate among teens from 53.4 percent in 2004 to 56.4 percent in 2005; surveys conducted among high school students revealed that 93.8 percent had heard about CIOT and 24 percent had heard about Operation Safe Teen	Section 402	\$43,908

# ADDENDUM #5 PAID ADVERTISING—YOUNG DRIVERS

### **Public Information and Education Campaign**

The Missouri Department of Transportation's Highway Safety Division worked with law enforcement agencies in three regions of the state to implement an enforcement program supporting Missouri's GDL law. The primary focus is to increase safety belt use among this high-risk group. The enforcement efforts were conducted February 14-18 and March 7-18. The media portion of the campaign was paid out of Section 402 Highway Safety Funding. The Highway Safety Division contracted with MediaCross, Inc. to assist with the media buy for the campaign.

#### Media Coverage:

The information distributed to the law enforcement agencies that received STEP grants included two sample press releases: a pre-survey release and a post-survey release. The local and state agencies involved received many free services as a result of the press releases. Central Missouri State University copied and distributed the press releases to participating law enforcement agencies at their own expense. Individual law enforcement agencies disseminated the releases locally at their own expense.

#### Results:

As part of the campaign, the Highway Safety Division provided grant funding to law enforcement agencies for additional manpower for the crackdown. Enforcement officials conducted safety checkpoints and saturation patrols in targeted areas.

Law enforcement officials in the three regions worked 656 hours of overtime checking 4,925 vehicles and wrote 608 safety belt citations, 11 child restraint, and 385 other citations. A breakdown of media efforts can be found on the following pages.

In addition, Highway Safety partnered with the Missouri Youth/Adult Alliance to purchase advertising during prom and graduation season regarding underage drinking and driving. Twelve :30 spots ran the weeks of April 4, 11 and 18 on 64 stations within Missourinet.

## NHTSA - Missouri Division of Highway Safety

### 2005 OPERATION TEEN SAFTEY

### **SUMMARY OF PAID ACTIVITY**

**FLIGHT DATES** 

2/7-2/20/05

2 Weeks

2/20 - 3/13/05

2 Weeks

MARKET	# Of Stations	# of Spots	Gross Market Cost	GRPs	СРР
District 5 (Columbia/Jeff City)	3	448	\$16,292	1,036	\$16
District 7 (Joplin)	3	460	\$12,520	983	\$17
District 10* (Ste. Genevieve-Dunklin Counties)	4	672	\$22,844	1,008	\$23
Campaign Total		1,580	\$51,656		
Net Campaign Total			\$43,908		

<sup>\*</sup> Estimated ratings

	0.000	I Committed s NET s		ount Billed on IC Invoice # 25-1007	Rema	MC Invoice	590000	Billed in 2005
District 10- Ste. Genevieve-Dunklin								
KTJJ-FM	\$	7,486.80	\$	4,044.30	\$	3,442.50	\$	7,486.80
WKIB-FM	\$	7,701.00	\$	7,701.00			\$	7,701.00
KLSC-FM*	\$	1,645.60	\$		\$		\$	
КТМО-FМ	\$	2,584.00			\$	2,584.00	\$	2,584.00
District 5 - Columbia/ Jefferson City			1000				VVI VVI VVI VVI VVI VVI VVI VVI VVI VVI	
KBBM-FM	\$	3,726.40	\$	3,726.40			\$	3,726.40
KCLR-FM	\$	3,536.00	\$	3,536.00			\$	3,536.00
KOQL-FM	\$	6,585.80	\$	6,585.80			\$	6,585.80
District 7- Joplin	1000		erg (b)	Light State of the	G194.0		0172	de desile
KJML-FM**	\$	2,550.00	\$	2,250.00	\$	300.00	\$	2,550.00
KSYN-FM	\$	4,590.00	\$	4,590.00			\$	4,590.00
KIXQ-FM	\$	3,502.00	\$	3,502.00			\$	3,502.00
NET TOTAL	\$	43,907.60	\$	35,935.50	\$	6,326.50	\$	42,262.00
*KSLC-FM failed to run the spot as contracted; the mistake was not noticed until April 8, when MediaCross called the station to find out we had not received an invoice. MoDOT's Highway Safety Division will not be billed for this missed								
**On Invoice #25-1007, MediaCross underbilled in the amount of \$300 for the net radio costs for KJML-FM. The \$300, plus a copy of the actual invoice from KJML-FM is included on Invoice #25-1071 dated 4/20/05.								

Market:

District 10 (Ste. Genevieve - Dunklin Counties)

Flight Dates:

2/7-2/20/05 2 Weeks

2/28-3/13/05 2 Weeks

Stations:

KTJJ-FM WKIB-FM

KLSC-FM KTMO-FM

Station			Weekly		Gross	Gross
Format	Day/Time		#60 S.	MSA Rtg	Cost	Wkly
			<u>Spots</u>	Teens	<u>60s</u>	Cost
KTJJ-FM	Farmingt					
		te Geneveive, Wayne Co	ounties			
100,000/	Country					
FM 98.5	M-F	6-10A	10	N.A.	61.00	610.00
	M-F	10A-3P	10	N.A.	40.00	400.00
	M-F	3-7P	10	N.A.	48.00	480.00
	M-F	7P-12M	10	N.A.	28.00	280.00
	Sa/Su	6A-7P	12	N.A.	36.00	432.00
		Total Per Weeks	52			2,202.00
		Total 4 Weeks	208			8,808.00
PSA's	4 Week To	otal (Approx)	<u>20</u>	N.A.		9 <b>3 . •</b> 3 2 3 (
WKIB-FM	Cape Gira	ardeau				
(Covers Car	oe Girardeau	- Scott Counties				
50,000/	CHR	*				
FM 96.5	M-F	6-10A	15	N.A.	41.00	615.00
	M-F	10A-3P	15	N.A.	37.00	555.00
	M-F	3-7P	15	N.A.	38.00	570.00
	M-F	7P-12M	10	N.A.	35.00	350.00
	S/S	6A-7P	5	N.A.	35.00	175.00
		Total Per Weeks	60			2 265 00
		Total 4 Weeks	240			2,265.00
PSA's	A Wook To	otal (Approx)		A/ A		9,060.00
FSAS	4 VVEER 1	Diar (Approx)	<u>20</u>	<u>N.A.</u>		
KLSC-FM	Sikeston					
(Covers But		<u>ounties</u>				
25,000/	Hot AC					
FM 92.9	M-Su	6A-10P	20	N.A.	19.00	380.00
	Sa/Su	8A-7P	8	N.A.	13.00	104.00
		Total Per Weeks	28			484.00
		Total 4 Weeks	112			1,936.00
NESCHARACT	SMIRROW SI HO					
PSA's	4 Week To	otal (Approx)	<u>20</u>	<u>N.A.</u>		

NHTSA - Missouri Division of Highway Safety 2005 Operation Teen Safety **RADIO** 

1/14/05

(Net)

120 \*

\$19,417.40

Market:	]	District 10	(Ste. Genevi	eve - Dunkl	in Counties)		
Flight Dates	s:	2/7- 2/20/05 2/28-3/13/05	2 Weeks 2 Weeks				
Stations:	KTJJ-FM KLSC-FM	WKIB-FM KTMO-FM					
Station Format	Day/Time			Weekly #60 S. Spots	MSA Rtg Teens	Gross Cost 60s	Gross Wkly <u>Cost</u>
KTMO-FM	New Madi			a			
(Covers Nev 50,000/	<u> Madrid - D</u> <u>Hot AC</u>	unklin - Miss -	Pemiscot Cou	unties			
FM 106.5	M-F	6A-10P		20	N.A.	30.00	600.00
	Sa/Su	8A-7P		8	N.A.	20.00	160.00
		Total Per We	eeks	28			760.00
		Total 4 We	eeks	112			3,040.00
PSA's	4 Week To	otal (Approx)		<u>20</u>	<u>N.A.</u>		
	Market To	tals					
		(0	Per Week	168	252 *		5,711.00
			4 Weeks	672	1008 *		22,844.00
					-		

80

\*Note: Although GRPs are not available, estimated delivery for 672 paid would be similar to other markets, based on an avg. 1.5/spot rating

PSA's

### NHTSA - Missouri Division of Highway Safety 2005 Operation Teen Safety

**RADIO** 

1/14/05

Market:

District 5 Columbia-Jeff City

Flight Dates:

2/7 -2/20/05 2 Weeks

2/20-3/13/05 2 Weeks

Stations:	KBBM-FM	KOQL-FM	KCLR-FM			Rating Source:	s	pring 2004 ARB
Station <u>Format</u>	Day/Time			Weekly #60 S. Spots	MSA Rtg Teens	CPP	Gross Cost <u>60s</u>	Gross Wkly <u>Cost</u>
KBBM-FM		ented Rock						
6,000/	M-F	6-10A		5	0.9	34.44	31.00	155.00
FM 100.1	M-F	3-7P		12	2.8		33.00	396.00
1 100.1	M-Sa	7P-12M		15	2.8		25.00	375.00
	Sa/Su	6A-7P		10	0.9		17.00	170.00
	Ja/Ju	OA-11		10	0.5	10.03	17.00	170.00
		Total Per W	eek	42	89.1	12.30		1,096.00
		Total 4 W		168	356.4			4,384.00
		10101 1 11	CONO	100	000.1			4,004.00
PSA's	4 Week To	tal (Approx)		<u>40</u>	40.0			
		1			3312			
KOQL-FM	Columbia							
		rary Hit Rad	io					
69,000/	M-F	6-10A	-	10	2.8	13.21	37.00	370.00
FM 106.1	M-F	10A-3P		5	1.8		42.00	210.00
	M-F	3-7P		15	4.6		53.00	795.00
	M-Sa	7P-12M		10	1.8		25.00	250.00
	Sa/Su	6A-7P		8	1.8		39.00	312.00
	04.04	<b></b>				21.07	00.00	012.00
		Total Per W	eek	48	138.4	14.00		1,937.00
		Total 4 W		192	553.6	,		7,748.00
					000.0			7,7 10.00
PSA's	4 Week To	tal (Approx)		<u>40</u>	60.0			
					-			
KCLR-FM	Columbia							
	Country							
33,200/	M-F	6-10A		6	1.8	30.56	55.00	330.00
FM 99.3	M-F	10A-3P		0	0.9	55.56	50.00	0.00
	M-F	3-7P		7	1.8	27.78	50.00	350.00
	M-Sa	7P-12M		5	0.9	44.44	40.00	200.00
	Sa/Su	6A-7P		4	0.9	44.44	40.00	160.00
		Total Per W	eek	22	31.5	33.02		1,040.00
		Total 4 W	eeks	88	126.0			4,160.00
PSA's	4 Week To	tal (Approx)		<u>20</u>	<u>10.0</u>			
- 1	V3-17-0-11-11-11-11			<del>5710-1</del> 23				
	Market To	<u>tals</u>						
		Paid	Per Week	112	259.0			4,073.00
			4 Weeks	448	1036.0			16,292.00
						<u>12-74/0</u>		3152
						(No	et)	\$13,848.20
			PSA's	100	110.0			Page 1

Page 1

### NHTSA - Missouri Division of Highway Safety 2005 Operation Teen Safety

Market:	District 7 Joplin
Flight Dates:	2/7 -2/20/05 2 Wee
	2/28-3/13/05 2 Weel

Day/Time Alt. Mode M-F M-F M-F M-F Sa/Su			Weekly #60 S. Spots 10 10	MSA Rtg Teens 2.2 1.4	9.09 14.29	Gross Cost 60s 20.00 20.00	Gross Wkly <u>Cost</u> 200.00
M-F M-F M-F M-F	6-10A 10A-3P 3-7P		10 10	2.2 1.4	9.09	20.00	200.00
M-F M-F M-F M-F	6-10A 10A-3P 3-7P		10	1.4			
M-F M-F	3-7P				14.29	20.00	
M-F			10				200.00
	7P-12M			2.9	6.90	20.00	200.00
Sa/Su			10	2.2	4.55	10.00	100.00
	6A-7P		5	0.7	14.29	10.00	50.00
	Total Per	Week	45	90.5	8.29		750.00
	Total 4	Weeks	180	362.0			3,000.00
4 Week 7	Total Appro	<u>2X</u>	<u>20</u>	<u>10.0</u>			
		adio					
M-F	6-10A		10	2.9	12.07	35.00	350.00
M-F						35.00	175.00
M-F					8.14	35.00	525.00
M-F						20.00	200.00
Sa/Su	6A-7P		4	2.9	8.62	25.00	100.00
			44	130.1	10.38		1,350.00
	Total 4	Weeks	176	520.4			5,400.00
4 Week 7	Total Appro	<u>ox</u>	20	<u>15.0</u>			
Country							
M-F							0.00
M-F							0.00
M-F							700.00
							150.00
Sa/Su	6A-7P		6	0.7	42.86	30.00	180.00
			26	25.2	40.87		1,030.00
	Total 4	Weeks	104	100.8			4,120.00
Mack T	Total Appr	or .	20	5.0			
CANA CANA	Contemp M-F M-F M-F Sa/Su Country M-F M-F M-F M-F M-F	Total 4  Week Total Appro Contemporary Hit R.  M-F 6-10A M-F 10A-3P M-F 3-7P M-F 7P-12M Sa/Su 6A-7P  Total Per Total 4  Week Total Appro Country M-F 6-10A M-F 10A-3P M-F 10A-3P M-F 3-7P M-F 3-7P M-F 7P-12M Sa/Su 6A-7P  Total Per Total 4	Total 4 Weeks  # Week Total Approx  Contemporary Hit Radio M-F 6-10A M-F 10A-3P M-F 3-7P M-F 7P-12M Sa/Su 6A-7P  Total Per Week Total 4 Weeks  # Week Total Approx  Country M-F 6-10A M-F 10A-3P M-F 3-7P M-F 7P-12M	Total 4 Weeks 180  # Week Total Approx 20  Contemporary Hit Radio M-F 6-10A 10 M-F 10A-3P 5 M-F 3-7P 15 M-F 7P-12M 10 Sa/Su 6A-7P 4  Total Per Week 144 Total 4 Weeks 176  # Week Total Approx 20  Country M-F 6-10A 0 M-F 10A-3P 0 M-F 3-7P 10 M-F 3-7P 10 M-F 7P-12M 10 Sa/Su 6A-7P 6  Total Per Week 26 Total 4 Weeks 104	Total 4 Weeks 180 362.0  # Week Total Approx 20 10.0  Contemporary Hit Radio M-F 6-10A 10 2.9 M-F 10A-3P 5 2.2 M-F 3-7P 15 4.3 M-F 7P-12M 10 1.4 Sa/Su 6A-7P 4 2.9  Total Per Week 44 130.1 Total 4 Weeks 176 520.4  # Week Total Approx 20 15.0  Country M-F 6-10A 0 0.7 M-F 10A-3P 0 0.7 M-F 3-7P 10 1.4 M-F 3-7P 10 1.4 M-F 7P-12M 10 0.7 M-F 3-7P 10 1.4 M-F 7P-12M 10 0.7 M-F 3-7P 6 0.7  Total Per Week 26 25.2 Total 4 Weeks 104 100.8	Total 4 Weeks 180 362.0  # Week Total Approx 20 10.0  Contemporary Hit Radio M-F 6-10A 10 2.9 12.07 M-F 10A-3P 5 2.2 15.91 M-F 3-7P 15 4.3 8.14 M-F 7P-12M 10 1.4 14.29 Sa/Su 6A-7P 4 2.9 8.62  Total Per Week 176 520.4  # Week Total Approx 20 15.0  Country M-F 6-10A 0 0.7 100.00 M-F 10A-3P 0 0.7 100.00 M-F 3-7P 10 1.4 50.00 M-F 3-7P 10 1.4 50.00 M-F 3-7P 10 0.7 21.43 Sa/Su 6A-7P 6 0.7 42.86  Total Per Week 26 25.2 40.87 Total Per Week 26 25.2 40.87	Total 4 Weeks 180 362.0  # Week Total Approx 20 10.0    Contemporary Hit Radio

60 30.0

PSA's

DRAFT: 1/21/2005

Operation Safe Teen Radio PSA

MoDOT, Highway Safety Division :60 Radio PSA Operation Safe Teen Enforcement Waves

SFX:

Sounds of teens driving in a car, talking, listening to

music, laughing.

Teen Voice:

Look out!

SFX:

Sounds of teens screaming

SFX:

Car crashing

ANNOUNCER:

Whether you are an experienced driver or a rookie, the truth is no one is 100% safe from a traffic crash.

Unfortunately nearly 30 percent of traffic crashes on Missouri roadways involve young drivers, and sadly, only about half of those drivers are wearing their safety belts.

You can't always prevent a traffic crash, but you can reduce injuries and death by simply wearing a safety belt

To ensure that you are serious about safety, state and local law enforcement officers are joining forces for Operation Safe Teen- a mobilization to make sure you and all passengers in your vehicle are buckled up.

Law enforcement officers don't like writing tickets, but most officers would rather write a hundred tickets than pull one more teenager from the mangled wreckage of a traffic crash.

Operation Safe Teen. Missouri is serious. We're working together to save lives.

This campaign is sponsored by the Missouri Department of Transportation.

For Release: (February 20, 2006)

For More Information Contact: (Department Contact and Phone Number)

### Local Law Enforcement Participating in Operation Safe Teen

(Name of City or County, State) – The (Name of Agency) will be participating in Operation Safe Teen – a new enforcement and educational program to reduce injuries and deaths among young drivers on Missouri roadways. The (police or sheriff's) department received a grant from the Missouri Department of Transportation in the amount of (\$) to conduct enforcement and educational efforts during the months of February and March.

As part of *Operation Safe Teen*, driver license checkpoints will be conducted in the state to insure all drivers, including young drivers operating on graduated driver license, are operating within the restrictions of their license. Officers will also be checking for proof of insurance and enforcing the provisions of the law that make safety belt usage a requirement of the intermediate license.

(Add quote from chief or sheriff here)

Consider these facts regarding young drivers:

- Young drivers are a high-risk age group in the state. Drivers under the age of 21 comprise 11 percent of the licensed drivers and are involved in 29 percent of the traffic crashes.
- A total of 249 people were killed and 20,464 were injured in 2004 traffic crashes involving young drivers.
- In 2004, one person was killed or injured every 25 minutes in a traffic crash involving a young driver on Missouri roadways.
- Results of a recent survey among teens in the state revealed a 56 percent safety belt usage rate. The overall statewide safety belt usage rate is 77 percent.

For Release: (March 24, 2006)

For More Information Contact: (Department Contact and Phone Number)

### Local Law Enforcement Participated in Operation Safe Teen

(Name of City or County, State) – The (Name of Agency) recently participated in Operation Safe Teen – an enforcement and educational program to reduce injuries and deaths among young drivers on Missouri roadways. The (police or sheriff's) department received a grant from the Missouri Department of Transportation in the amount of (\$) to conduct enforcement and educational efforts during the months of February and March.

As part of *Operation Safe Teen*, law enforcement officers stopped (number) vehicles, and issued (number) tickets for safety belt violations and (number) tickets for other violations including expired, suspended or revoked driver license; no proof of insurance; vehicle registration; etc.

(Add quote from chief or sheriff here)

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